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THE STORY OF

# BTS

Meet the
**SUPERSTARS OF K-POP**
and find out how the
**BANGTAN BOYS MADE IT BIG**

**INCLUDING** • EARLY DAYS • INTERNATIONAL FAME • HIATUS

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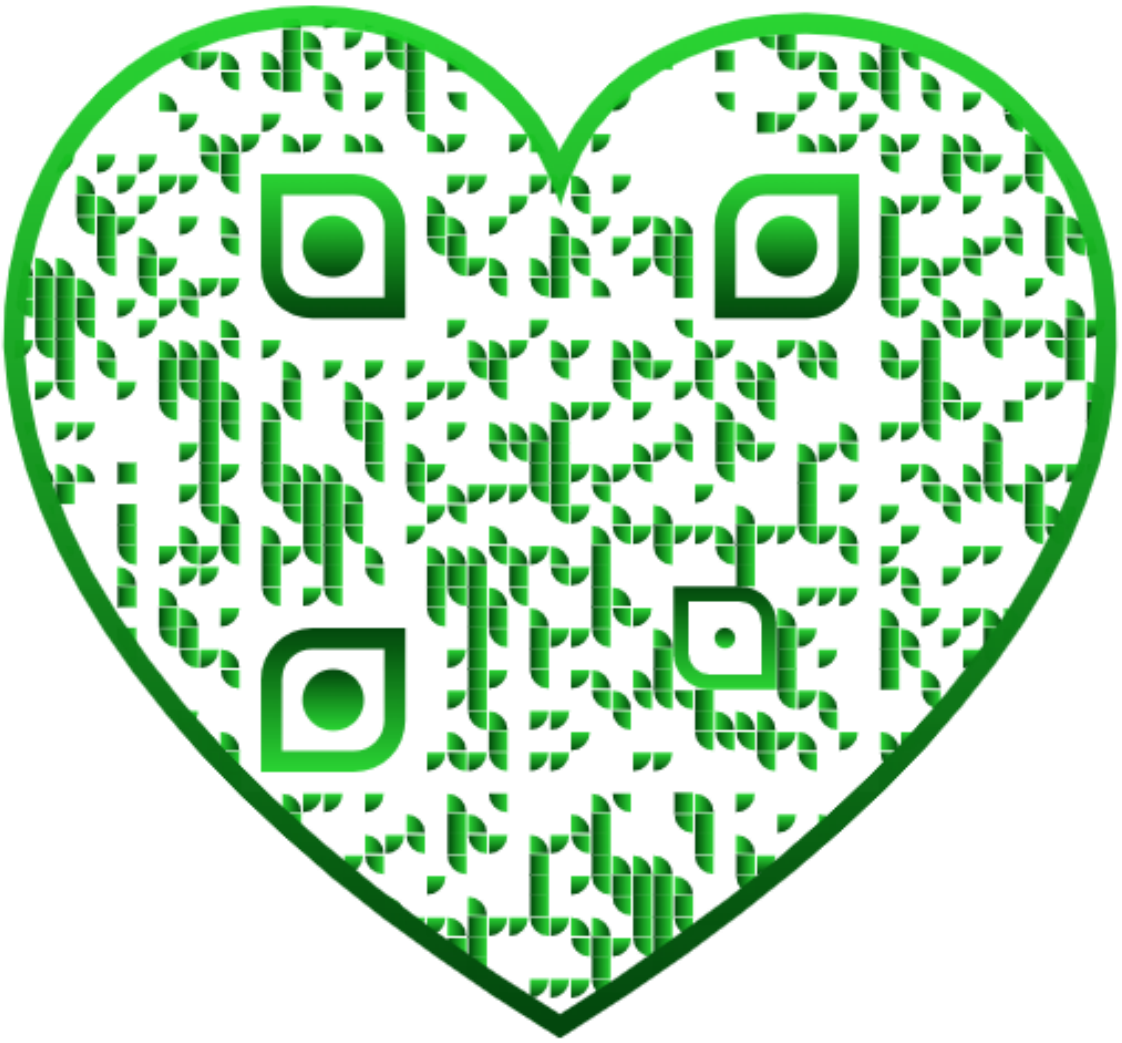

THE STORY OF

# BTS

Discover the remarkable rise of BTS, from idol outsiders to K-pop superstars! Meet the members, find out how the Bangtan Boys brought Korean culture into the global spotlight, and keep track of the band's greatest moments over the years.

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# FORMATION & FINDING FAME

# FORMATION & FINDING FAME

The early years of BTS **WERE A FAR CRY** from the **INTERNATIONAL STARDOM** they were destined for

**IT HAS BEEN** over a decade since BTS first arrived on the K-pop scene, beginning their incredible journey to global stardom. But what was life like for Jin, SUGA, j-hope, RM, Jimin, V and Jungkook as K-pop rookies, before they hit the big time?

## THE BEGINNING OF BIG HIT

The story of BTS begins with Bang Si-Hyuk, the founder of BIGHIT MUSIC and the chairman of HYBE Corporation. Beginning his career as a composer, Bang became a producer and composer for JYP Entertainment in 1997, the year it was founded by his collaborator and friend, singer-songwriter Park Jin-young. Together, the pair went on to produce some of the biggest K-pop songs to come out of the noughties, and oversaw K-pop icons including g.o.d, Rain and Park Ji-yoon.

Their success meant JYP Entertainment became one of South Korea's biggest K-pop labels, as well as one of the 'Big Three' companies – alongside SM Entertainment and YG Entertainment – that dominated the K-pop market in the 2000s and 2010s. After eight years at JYP, Bang decided to leave the label to

# KIM NAM-JOON

# 김남준

**NAME**
RM

**ROLE IN BAND**
Leader, main rapper

**DATE OF BIRTH**
12 September 1994

**PLACE OF BIRTH**
Dongjak District, Seoul, South Korea

**HEIGHT**
5' 11" (1.81m)

**STAR SIGN**
Virgo

**DEBUT SOLO PROJECT**
*Indigo* (2022)

RM is the leader of BTS

# KIM SEOK-JIN

# 김석진

**NAME**
Jin

**ROLE IN BAND**
Vocalist, visual

**DATE OF BIRTH**
4 December 1992

**PLACE OF BIRTH**
Anyang, Gyeonggi Province, South Korea

**HEIGHT**
5' 10" (1.79m)

**STAR SIGN**
Sagittarius

**DEBUT SOLO PROJECT**
'The Astronaut' (2022)

Jin attends the press conference for the BTS single 'Butter' in Seoul, 2021

**TOP**
BTS looking mean and moody at their showcase in Seoul, which took place 11 February 2014

**ABOVE**
All of the members pose during their onstage performance at K-pop EXPO in Incheon, South Korea, September 2014

form his own company, BIGHIT Entertainment (known today as BIGHIT MUSIC, a subsidiary of Hybe Corporation) – the future home of BTS.

## FORMING THE BAND

The group's formation started with leader Kim Nam-joon, known by his stage name RM (and previously by his former stage name, Rap Monster, which he dropped in 2017). Born in Seoul, RM developed an interest in hip-hop from the age of 11 after listening to 'Fly' by hip-hop group Epik High. He began writing and composing his own songs after being introduced to other rap artists such as Eminem, which eventually led to him becoming involved in the underground Korean hip-hop scene, where he released songs under the name Runch Randa, taken from the video game MapleStory.

In 2009, 15-year-old RM auditioned for the hip-hop label Big Deal Records. While he was ultimately unsuccessful in this, it did mean

**"THE GROUP'S FORMATION STARTED WITH LEADER, RM"**

**LEFT**
BTS take to the stage of South Korean music show *M Countdown*

**BELOW**
BTS expressed themselves through their music from the start

that RM met Sleepy, a judge for the audition and a member of hip-hop duo Untouchable. Impressed by RM's skills, Sleepy decided to put him in contact with Bang at BIGHIT, leading to RM auditioning for the label and joining it in 2010. In an interview with *Rolling Stone* in 2021, RM recalled; "I was a typical student who was trying hard to achieve. And then I trusted Mr Bang, and I started to walk down a different path. And I had a sense of urgency and desperation about going after my dreams."

RM was the first piece in the puzzle of BTS (also known as the Bangtan Boys or Bulletproof Boy Scouts). Bang Si-Hyuk and producer Pdogg initially wanted to build a hip-hop group, before deciding to create an idol group instead. Bang had a vision for this idol group to be different from the rest of those in the industry. He wanted them to be positive role models, able to write their own music and express themselves in ways that, certainly at the time, other K-pop idols were not able to.

The same year that RM joined BIGHIT Entertainment, he was followed by songwriter

# MIN YOON-GI

# 민윤기

**NAME**
Suga

**ROLE IN BAND**
Lead rapper

**DATE OF BIRTH**
9 March 1993

**PLACE OF BIRTH**
Daegu, South Korea

**HEIGHT**
5' 9" (1.74m)

**STAR SIGN**
Pisces

**DEBUT SOLO PROJECT**
*D-Day* (2023)

Suga is known for being a skilful songwriter and record producer

M
COUNT
DOWN

# PARK JI-MIN

# 박지민

**NAME**
Jimin

**ROLE IN BAND**
Main dancer, lead vocalist

**DATE OF BIRTH**
13 October 1995

**PLACE OF BIRTH**
Geumjeong District, Busan, South Korea

**HEIGHT**
5' 9" (1.74m)

**STAR SIGN**
Libra

**DEBUT SOLO PROJECT**
*Face* (2023)

In addition to being a talented singer, Jimin is also a respected dancer

**RIGHT**
V chose his stage name because it stood for 'victory'

and producer Min Yoon-gi, aka SUGA. Already working as a songwriter in his hometown of Daegu, SUGA wanted to become a trainee at BIGHIT because he enjoyed Bang's work as a songwriter. He passed an online audition with BIGHIT and moved to Seoul, and he later stated in an online interview with Billboard in 2017 that he'd "definitely be writing music as a composer" if he had not joined BTS.

The final member of BTS's rap line, j-hope, also signed on as a trainee with BIGHIT Entertainment in 2010. Born Jung Hoseok in Gwangju, j-hope was discovered through his hometown dance hagwon. Dance hagwons are private academies that K-pop hopefuls flock to after school because they are gateways into the industry, with label scouts often coming to watch auditions. After auditioning for other entertainment companies, j-hope was recommended by his dance hagwon for BIGHIT and after a few months, he also made the big move to Seoul.

While RM, SUGA and j-hope all had ambitions to join the music industry, BTS's oldest member, Jin, had different aspirations from his future colleagues. Born Kim Seok-jin, he was 18 years old and in his first year of university, pursuing an acting major, when he was reportedly scouted by BIGHIT while walking down the street and asked to attend an audition. Passing the audition, he was then encouraged to join BIGHIT Entertainment and promised that he would eventually have the chance to become an actor.

From the oldest member to the youngest, Jungkook – born Jeon Jeong-guk – found himself on the radar of several entertainment companies after he auditioned for the show *Superstar K3* in 2011, when he was just 14 years old. Although he received several offers of interest, Jungkook eventually chose to join BIGHIT, revealing in the band's 2023 book, *Beyond the Story*, that he was drawn to it because of Bang and because he had discovered RM's rap videos online.

Like j-hope, another member of BTS who was discovered by BIGHIT through their dance hagwon was Kim Tae-hyung, better known as V. He had only been taking dance lessons at the academy for six months when scouts for BIGHIT arrived for auditions. Although V was only there to support his friend, the scouts asked him to audition for them and

**LEFT**
The members pose during their debut showcase

18+

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# AVAXHOME-

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# KIM TAE-HYUNG

# 김태형

**NAME**
V

**ROLE IN BAND**
Lead dancer, sub vocalist, visual

**DATE OF BIRTH**
30 December 1995

**PLACE OF BIRTH**
Daegu, South Korea

**HEIGHT**
5' 10" (1.79m)

**STAR SIGN**
Capricorn

**DEBUT SOLO PROJECT**
*Layover* (2023)

V is known for his baritone singing voice

**RIGHT**
The first year of BTS's career did not bring a huge amount of success

he passed, subsequently joining the label.

The last member to enter the BIGHIT Entertainment family was Park Ji-min, known as Jimin. Hailing from Busan, he had been studying contemporary dance at Busan High School of Arts, where one of his teachers encouraged him to audition for BIGHIT. He passed the audition and joined the company in 2012, making him the BTS member with the shortest training period.

## TRAINEE DAYS

In the world of K-pop, artists are expected to be well-trained and nothing short of perfection. As trainees, the members received singing, dancing and media training lessons to get them ready for their debut. However, training and launching an idol project was not a cheap endeavour by any means, with the boys training in small rooms and living in small dorms. At one point, there were even fears that the label would collapse after the lukewarm debut of BIGHIT's first girl group, GLAM, in 2012. Consequently, more resources were redirected to the preparation of BTS, and many trainees who had been accepted with the possibility of debuting in the group were let go from the company.

With the trainees for BTS whittled down to RM, SUGA, j-hope, Jin, Jungkook, V and

**"IN K-POP, ARTISTS ARE EXPECTED TO BE PERFECTION"**

# JUNG HO-SEOK

# 정호석

**NAME**
j-hope

**ROLE IN BAND**
Main dancer, rapper, sub vocalist

**DATE OF BIRTH**
18 February 1994

**PLACE OF BIRTH**
Gwangju, South Korea

**HEIGHT**
5' 10" (1.77M)

**STAR SIGN**
Aquarius

**DEBUT SOLO PROJECT**
*Jack In The Box* (2022)

j-hope is one of three members of BTS's rapline

Jimin, the boys found themselves training for 12 to 14 hours a day as their debut grew closer. RM, SUGA and j-hope taught the four vocalists all about rap and hip-hop, while Jimin and j-hope were the only ones with extensive dance experience, with the other members needing to catch up. In *Beyond the Story*, Jin confessed that they found it hard to keep on top of all of their chores and so on, as their energy was focused on training.

Eventually, three years after RM first joined BIGHIT and BTS began to take shape, the date for their debut was set for June 2013. In the lead-up to their debut, six of the members had been revealed to the public through different videos, photos and posts on their Bangtan Blog. However, V was kept hidden as a 'secret weapon' by Bang to create more of an impact for the debut and did not feature in any of these snippets, so the public had no idea of his existence for the two years he spent training. V's identity was not revealed until 2 June, when he finally wrote a post on the group's fan cafe. He would later discuss how lonely it felt to be hidden away and that it fuelled his fears that he would be cut from the group..

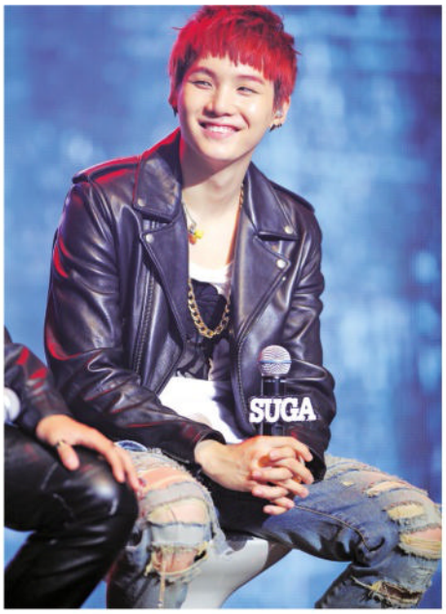
## THE DEBUT

Clearly, that turned out to not be the case, and all seven members of BTS debuted with the album *2 COOL 4 SKOOL* on 12 June. Their lead single, 'No More Dream', debuted at number 124 on the Gaon Digital Chart and spoke of the

**ABOVE**
BTS perform on stage for the MBC's music show, *Show Champion*, in October 2013

**RIGHT**
The members wave for the cameras at the 2013 Melon Music Awards

**LEFT**
All seven members of BTS pose at the showcase for *Dark & Wild*



**TOP-LEFT**
SUGA has produced every single BTS album to date

**TOP-MIDDLE**
RM (Rap Monster) was the first member of BTS to join BIGHIT

difficulties of growing up in a high-pressure society such as South Korea's, where having a 'big dream' and knowing what you want to do in life is a big deal. It was a unique and unusual debut for a K-pop group. Not only were BTS delivering a pure hip-hop sound, but it was also extremely rare for K-pop groups at the time to openly commentate on social issues like that.

Still, it was a rather lukewarm start for BTS, with their album selling 760 copies in its first week and over 24,000 copies by the end of 2013. Three months after their debut, they released their first EP, *O!UL8,2?*, which continued the theme of rebellious youth. It featured ten songs including the lead single 'N.O', which lyrically explored the pressures faced by kids and teens to be perfect and pursue good educations and careers. The album was ranked number 55 on the best-selling albums of the year according to the Gaon Album Chart – not the worst performance, but certainly not groundbreaking. Despite their rather poor commercial success, BTS still won several New Artist of the Year awards in 2013 and 2014 at Korean awards shows, including the Gaon Chart Music Awards, the Melon Music Awards and the Seoul Music Awards. The release of *Skool Luv Affair* in February 2014 became their first album to appear on Billboard's World Albums Chart and debuted at number three on the Gaon Album Chart. Although this release was very much still influenced by hip-hop, thematically it shifted from dreams to youthful love.

Six months later, the group came back with *Dark & Wild*, their debut studio album. Featuring 14 tracks including the angsty lead single 'Danger', the album continued in the genre of hip-hop but also incorporated rock and elements of R&B. However, the song 'War of Hormone' drew one of the few controversies of BTS's career, as the lyrics were deemed misogynistic by listeners, leading to BTS and BIGHIT issuing an apology. The band subsequently embarked on their first concert tour, 2014 BTS Live Trilogy Episode II: The Red Bullet, which lasted from October to December 2014, followed by an extension in June 2015.

Although BTS's profile was ever so slowly on the rise, few could have imagined at the time that this rookie K-pop group would go on to dominate the K-pop industry and indeed, lead the rise of the Hallyu Wave in the Western world. In fact, BTS have openly spoken about feeling like outsiders in the industry during the early years of their career, and that their peers did not welcome or respect them during their rookie era. Yet, as we all know, this was not the end of their story.

# JEON JUNG-KOOK

# 전정국

**NAME**
Jungkook

**ROLE IN BAND**
Main vocalist, lead dancer, sub rapper, centre, maknae

**DATE OF BIRTH**
1 September 1997

**PLACE OF BIRTH**
Busan, South Korea

**HEIGHT**
5' 10" (1.78m)

**STAR SIGN**
Virgo

**DEBUT SOLO PROJECT**
'Golden' (2023)

Jungkook poses for the camera at the 2019 Billboard Music Awards

한국마사회
가온
JTB
제작 :

BTS at the Gaon Chart K-pop Awards in Seoul, 2014

The group performing onstage for their debut showcase in Seoul, June 2013

Posing for the cameras during their showcase for *Dark & Wild*

BTS make their first KCON appearance at KCON 2014

By the summer of 2014, BTS were the rising stars in K-pop

# GOING GLOBAL

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Allegiant Stadium
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2022. 4. 9.
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MGM RESORTS
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# GOING GLOBAL

From **TASTING SUCCESS** in Korea to breaking into the West, discover **BTS'S EXTRAORDINARY RISE TO WORLDWIDE STARDOM**

**LOOKING BACK ON** the first year of BTS's career, it would be reasonable to think that they were not bound to achieve a huge amount of success. With an underwhelming response overall to their debut, backed by a small label in an industry dominated by three companies and filled to the brim with K-pop idols, nobody would have guessed that BTS were destined for the dizzying heights of global stardom. Maybe it was this lack of expectation that allowed BTS to flourish in a way that nobody could have ever predicted, breaking record after record and putting K-pop firmly on the world stage.

## MAINSTREAM BREAKTHROUGH

The tide really began to turn for BTS with the release of their third Korean EP, *The Most Beautiful Moment in Life, Pt. 1*, in April 2015. It was the first album in their *The Most Beautiful Moment in Life* (*TMBMIL*) trilogy, also known as the Hwa Yang Yeon Hwa trilogy or Youth trilogy, exploring "the start of one's young adulthood in which beauty coexists with uncertainty". It debuted at number two on the Gaon Album Chart and climbed to the top spot the following week.

This album was significant for a couple of reasons. To begin with, it marked the start of BTS exploring other music styles outside of just hip-hop, with a tracklist that also delved into the world of R&B, EDM and pop, which demonstrated how versatile the group could be. In addition, it is also the first BTS album where all seven members are credited as both songwriters and producers.

The lead single, 'I NEED U', a blend of dance, hip-hop and R&B, earned BTS their first South Korean music show win on *The Show*, a major feat for any K-pop artist. It is considered one of the best songs in K-pop and marked the beginning of their mainstream breakthrough. This was followed by 'Dope', which peaked at number three on the Billboard World Digital Song Sales chart, and the music video became the group's first to reach over 100 million views.

**ABOVE-RIGHT**
The group are captured performing in Sao Paulo, Brazil in 2015, as their star was on the rise

**RIGHT**
BTS attend the 2017 Melon Music Awards

**LEFT**
BTS perform at the Billboard Music Awards in May 2021

BTS followed their breakout album with the second part of their trilogy, *The Most Beautiful Moment in Life, Pt. 2*, in November 2015. Continuing to explore the troubles of youth and pushing forward despite uncertainty, it was their first album to debut on the Billboard 200 albums chart in the United States, placing at number 171. The album's lead single, 'Run', was another hit for the group and helped to cement BTS's status as the rising stars in K-pop. To support the release of both albums so far, the band embarked on their third concert tour – 2015 BTS LIVE "The Most Beautiful Moment in Life: On Stage" – performing in South Korea and Japan.

BTS concluded their trilogy in May 2016 with the release of *The Most Beautiful Moment in Life: Young Forever*, a compilation album that featured some of their biggest songs so far, remixes and brand new singles, including the popular hits 'Burning Up (Fire)' and 'Save ME', which saw the group continue to experiment with their sound using the trap and tropical house genres respectively.

The album reached number 107 on the Billboard 200 and earned BTS their first Daesangs (the most prestigious award at Korean award ceremonies) for Album of the Year at the 2016 Melon Music Awards and for Artist of the Year at the 2016 Mnet Asian Music Awards. In the summer, the group headed out to play some live shows – the 2016 BTS LIVE "The Most Beautiful Moment in Life On Stage: Epilogue" venture was an extension of their previous tour that saw them perform in seven countries across Asia.

In just over a year, BTS had transformed their career with *The Most Beautiful Moment in Life* trilogy. Not only did it show their willingness to step outside the rather masculine hip-hop sound that defined their first year or so in the industry, but the themes and lyrics of their music displayed an emotional and sentimental side, exploring their first steps into adulthood in a way that their fans resonated with.

## RISING GLOBAL SUCCESS

After tasting success with *The Most Beautiful Moment in Life* trilogy, BTS stepped into a new era of their career with the release of their

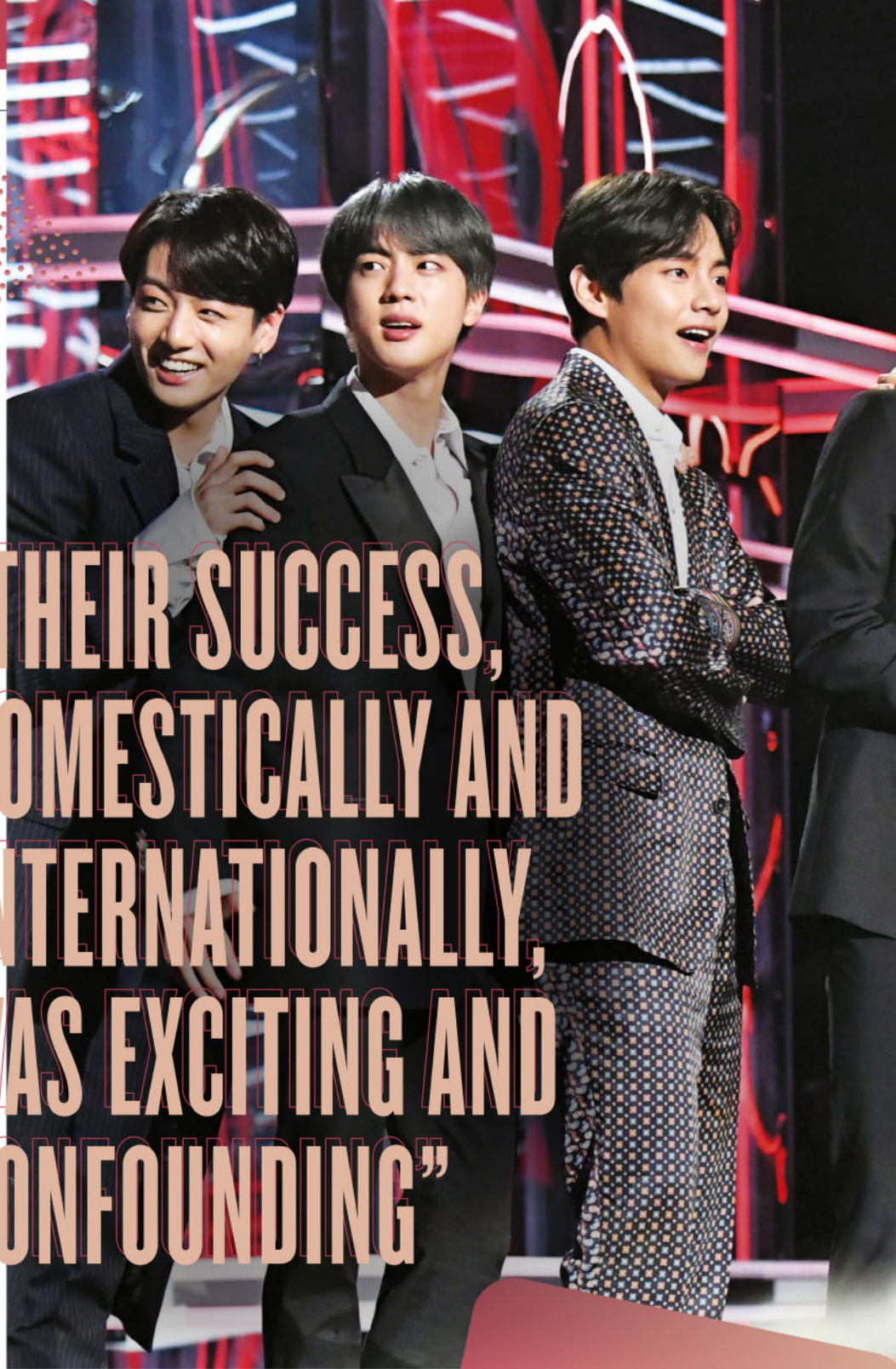
second studio album, *Wings*, in October 2016. Focused on the themes of temptation and growth, the pre-orders for the album reached a staggering 500,000, and it peaked at number 26 on the Billboard 200 chart after its release, 81 places higher than their final *TMBMIL* album.

The album's lead single, 'Blood, Sweat & Tears', delved into the genres of moombahton, trap and tropical house, lyrically discussing desire and addictive love. The music video was a symbolic masterpiece, featuring references to literature, art and classical imagery, and exploring concepts such as life and death. Upon its release, many fans quickly began to analyse and interpret the music video, a practice that has continued with BTS's subsequent releases, and the song hit number one on the Gaon Digital Chart.

*Wings* was a critical and commercial success. Five months later, a repackaged version entitled *You Never Walk Alone* was announced, securing 700,000 pre-orders before its release, and featuring new singles 'Spring Day' and 'Not Today'. The former is frequently cited as one of BTS's best-ever songs among both critics and fans, with sentimental lyrics exploring grief, loss and longing. It topped the Gaon Digital Chart and won numerous awards, including Song of the Year at the 2017 Melon Music Awards. Collectively, the albums sold an incredible 1.8 million copies and won several awards, with BTS embarking on their second world tour, 2017 BTS Live Trilogy Episode III: The Wings Tour, to support the album in February 2017.

If BTS's albums and songs charting outside of South Korea wasn't enough of a sign that their international star was on the rise, the group attending the 2017 Billboard Music Awards that May certainly was. Not only was it their first televised appearance in the United States, but the group also won the award for Top Social Artist – an award voted for by fans. It was the first time that a K-pop group had been nominated for and won a Billboard Music Award, and the group would go on to win it every year until it was last awarded in 2021.

For BTS, their new success and rising popularity, both domestically and internationally, was exciting and confounding. In an interview with *TIME* magazine in June 2017, RM confessed: "We didn't realise we were becoming famous until we were invited to KCONs [K-pop music festivals] in the US and Europe in 2014 or 2015". Little did they know that this was just the beginning of a path that no K-pop group had ever gone down before.



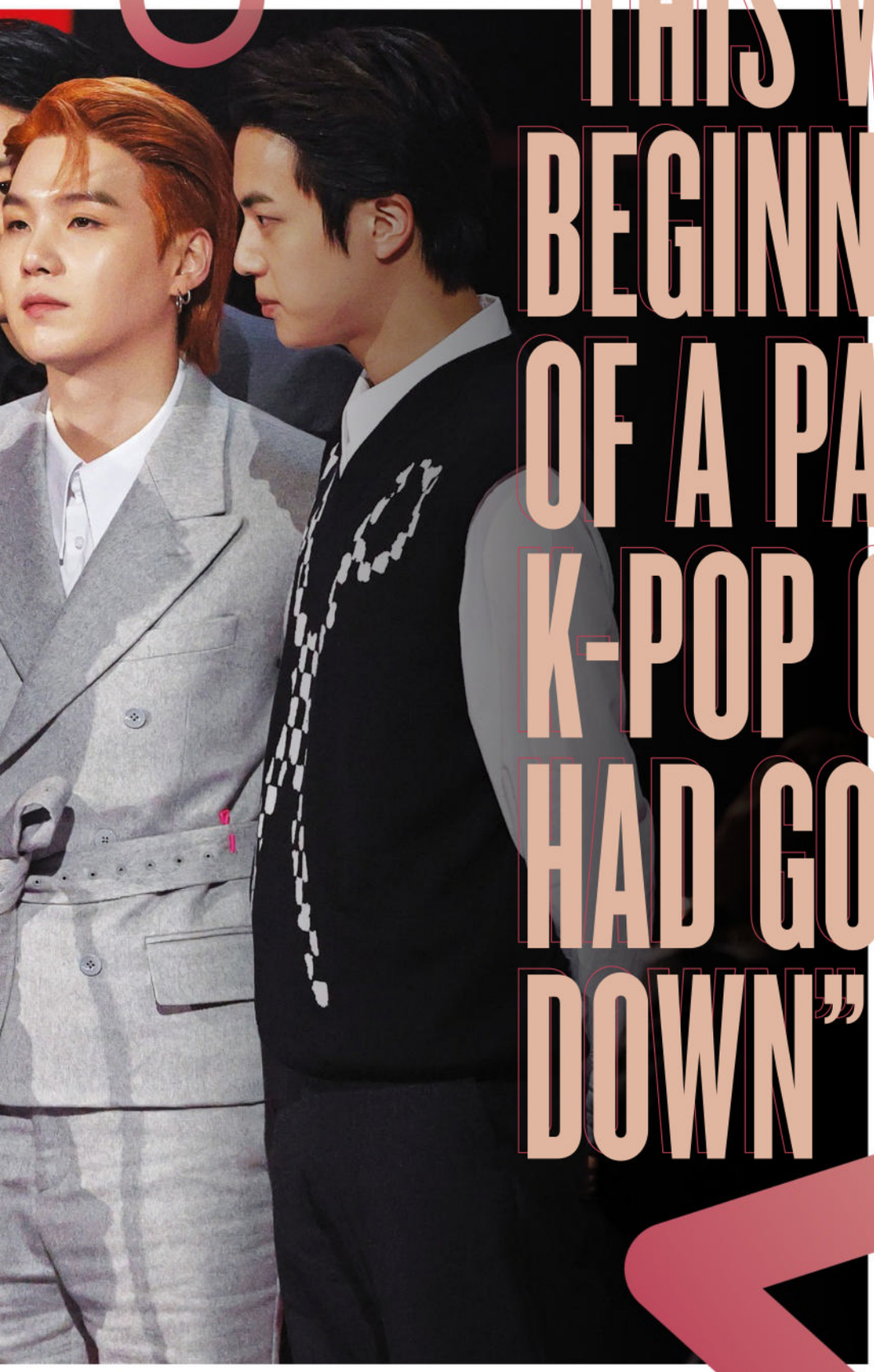
**"THEIR SUCCESS, DOMESTICALLY AND INTERNATIONALLY, WAS EXCITING AND CONFOUNDING"**

**ABOVE**
The members of BTS have broken several records by winning awards in the United States

## LEADING THE KOREAN WAVE

Not long after their triumphant win at the Billboard Music Awards, BTS started off a new trilogy of albums: the *Love Yourself* series focused on the theme of self-love. The first album, *LOVE YOURSELF: Her* was released in September 2017 and debuted at number seven, achieving the second-highest monthly sales ever seen in the history of the Gaon Chart. At the time, it also made history by becoming the highest-charting K-pop album in Billboard history.

The album was supported by the lead single 'DNA' as well as the track 'MIC Drop'. The colourful music video for 'DNA' hit over 21 million views in 24 hours, becoming the first K-pop group music video to surpass 20 million views in a day – it also reached number 67 on the Billboard Hot 100 Songs, the highest-charting K-pop song ever at the time. The song features some of BTS's most iconic choreography to date, with members forming a strand of DNA during the second chorus.



# "THIS WAS THE BEGINNING OF A PATH NO K-POP GROUP HAD GONE DOWN"

**LEFT**
BTS accept the award for Artist of the Year at the American Music Awards, 2021

**RIGHT**
The group collaborated with Coldplay for the smash hit song 'My Universe'

By the end of the year, BTS had appeared on US chat shows *Jimmy Kimmel Live* and *The Late Late Show with James Corden* and performed 'DNA' at the American Music Awards, making them the first K-pop group to perform at a major US award show. Although RM – who at this point had chosen to change his stage name from Rap Monster to RM – was the only member who could speak English fluently, their interviews went viral on social media as the ARMY celebrated their favourite group making waves on the global stage.

Indeed, BTS's presence in the West continued to grow thanks to the release of 'MIC Drop (Remix)' with DJ Steve Aoki and rapper Desiigner, debuting at number 28 on the Billboard Hot 100 chart. On top of this, both 'DNA' and 'MIC Drop (Remix)' were eventually certified Gold by the RIAA, the first K-pop songs to achieve such a feat.

Yet, the best was still yet to come. In May 2018, BTS released the second album of the *Love Yourself* trilogy, *LOVE YOURSELF: Tear*, which became the first K-pop album to ever top the Billboard 200. It was an unbelievable milestone for a group whose debut, just five years earlier, had failed to attract much attention in their home country. The album's lead single, 'FAKE LOVE', was an emo hip-hop and electropop smash with a message that true love can only begin when you love yourself. It debuted domestically at number one on the Gaon Digital Chart and at number ten on the Billboard Hot 100, and they performed it at the 2018 Billboard Music Awards.

The *Love Yourself* trilogy finally came to an end with the release of the repackaged album *LOVE YOURSELF: Answer* in August 2018, which included seven new singles and featured solo songs sung by each member. Like BTS's last album, it debuted at the top of the Billboard 200 while the lead single, 'Idol', debuted at number 11 on the Billboard Hot 100, with a remix version featuring American rapper Nicki Minaj later released in September. The band subsequently went on their third worldwide concert tour, BTS World Tour: Love Yourself, to support the trilogy, visiting 14 countries and performing in front of over two million people.

BTS had truly broken through into the Western market with the success of the *Love Yourself* trilogy and were leading the Korean Wave, exemplified by the group being named

**LEFT**
As their stardom rose, BTS began appearing on several US radio and television shows

**MIDDLE**
Performing in South Korea in 2018, at the MBC Plus X Genie Music Awards

TIME's Next Generation Leaders in October 2018. They also continued their incredible success at home, winning several awards in South Korea such as Artist of the Year at the Melon Music Awards. BTS followed this with yet another milestone in K-pop history, when they became the first K-pop group to present an award at the Grammys in February 2019, presenting R&B artist H.E.R. with the award for best album. If there had been any doubts that BTS were here to stay, they had now been quashed.

## THE MAP OF THE SOUL SERIES

BTS began their new chapter, *The Map of the Soul* series, with the release of Map of the Soul: Persona in April 2019. The band shared what the album meant to them on their website: "As global superstars who play stadiums and are loved by countless fans across the world, BTS now looks to shape the future reflecting on and using the power they have gained while embracing all its shadows".

Drawing on various influences, including Greek mythology, the EP debuted at the top of the Billboard 200, becoming BTS's third album to top the chart in less than a year and making them the first band to do so since The Beatles. It sold over 3.2 million copies and became the best-selling album of all time in South Korea.

The album's fun and catchy bubblegum pop lead single, 'Boy with Luv', featuring American singer Halsey, was widely cited as one of the best K-pop songs of 2019 and reached number eight on the Billboard Hot 100. BTS made their

Jimin, RM and Suga pictured together at the 2022 Grammy Awards

debut on *Saturday Night Live* in April 2019 with 'Boy With Luv' and 'MIC Drop', and this was quickly followed by them making the TIME 100's Most Influential People list. In May, the group went on the tour extension, BTS World Tour Love Yourself: Speak Yourself, to promote the album.

In November 2019, BTS achieved something that no other K-pop group had done – they won all the Daesang awards at the Melon Music Awards and repeated this achievement a few days later at the MAMA Awards. Two months after that, they performed at the Grammys, the first K-pop group to ever perform on that stage.

Just when you think that BTS couldn't achieve any more, they did. The second album of the series, *Map of the Soul: 7*, was released in February 2020 and it was the best-selling album around the world that year, surpassing *Map of the Soul: Persona* as the best-selling album in South Korea. Debuting at number one on the Billboard 200, it was a reflection on the last seven years of their extraordinary career, what they had endured to get to the top, and how they had changed during that time. It featured the songs 'Black Swan' and 'ON', the latter hitting number four on the Billboard Hot 100, heralding their first top-five hit on the chart. In the wake of the album's release, BTS announced their global Map of the Soul Tour – but as it turned out, 2020 had other plans in mind.

## COVID-19 PANDEMIC & CONTINUED GLOBAL SUCCESS

The global COVID-19 pandemic ultimately led to the Map of the Soul Tour being postponed indefinitely, but that wasn't going to stop BTS

**LEFT**
The band film a segment for *The Late Late Show with James Corden* in November 2021

from reaching their fans. In June 2020, they hosted a pay-per-view virtual concert, *Bang Bang Con: The Live*, in which they sang songs from *Map of the Soul: 7*. The concert was watched by over 750,000 people, achieving a new Guinness World Record for the most viewers for a music concert live stream. Four months later, they would also hold their second virtual concert, *Map of the Soul: ON:E*.

Until the outbreak of the pandemic, BTS's music was predominantly Korean, with a few English lyrics here and there. This changed in August 2020 when they released the standalone retro disco-pop hit, 'Dynamite', their first full English-language song. Tapping into a nostalgic concept – one that was adopted by several K-pop groups in 2020 – and taking influence from 1970s music, 'Dynamite' is an upbeat song that BTS hoped would comfort those listening to it amidst the anxiety and uncertainty of the pandemic.

The decision to release a fully English song was not one that the group took lightly, but RM revealed in an interview with Billboard that they felt they had "no alternative" but to do so if they wanted to maintain their popularity. It was a choice that paid off, as it became their first song to debut at number one on the Billboard Hot 100 and gave the band their first Grammy nomination, making them the first South Korean act to receive one. They would go on to perform it at the MTV VMAs that year, where they won numerous awards including best group. Eventually, 'Dynamite' became their first song to be certified double platinum by the RIAA.

While BTS were unable to promote their last album in the way they wanted to, they responded to the situation by releasing the album *BE* in November 2020, which included 'Dynamite' on the tracklist. Inspired by the emotions of the pandemic, such as anxiety, connection, and joy, it was described by the band as a "letter of hope". It became their fifth album to debut atop the Billboard 200, and it topped charts in several countries, while the lead single, 'Life Goes On', was another number-one hit on the Billboard chart. Although the pandemic had prevented BTS from travelling to the United States and elsewhere, they were still named TIME's Entertainer of the Year at the end of 2020, as well as the Greatest Pop Stars of 2020 by Billboard.

In March 2021, BTS performed at the Grammys for the second time, making history again, this time as the first Korean nominees to do so. In May, the band released their second English song, the ridiculously catchy disco-pop song 'Butter', topping several charts, debuting at number one on the Billboard Hot 100, and becoming the fastest group to achieve four number ones since the Jackson 5 in 1970. The track was so popular that BTS teamed up with American rapper Megan Thee Stallion for a remixed version, released in August.

**LEFT**
BTS have firmly put K-pop on the global stage

'Butter' was followed by the B-side single 'Permission to Dance' – released with the CD version of 'Butter' – with Ed Sheeran as one of the songwriters. Their third English song, it was their fifth Billboard Hot 100 number one and was certified double platinum. This was followed up with the song 'My Universe', a collaboration with British rock band Coldplay, which earned BTS their sixth number one in the US.

In November of that year, the group made history once again when they became the first Asian artist to win Artist of the Year at the American Music Awards. This was a hugely significant moment in their career. Reflecting on this achievement in their 2023 book, *Beyond the Story*, RM said "I felt like we'd been outsiders or outliers then, but now it felt, not like we were in the mainstream necessarily, but we were being welcomed more", while V stated that until then, their popularity had "felt so abstract" because of the pandemic. For Jungkook, the win "sent chills down [his] spine". Not long after this incredible milestone, the group were nominated once again for a Grammy.

It is fair to say that the success BTS achieved in 2021 can not be overstated. In February 2022, it was announced that BTS had been the top-selling act in 2021, the second year in a row, beating monumental artists such as Taylor Swift and Adele. By March, they had broken the Guinness World Records as the most-followed group on Twitter, Instagram and TikTok, and the next month they performed 'Butter' at the Grammys, while also earning seven Billboard nominations. It seemed that BTS could enjoy being at the peak of their sensational career and as a result, no one could have predicted their next move.

## TAKING A BREAK

Nine years after their debut, BTS released their first anthology album, Proof, on 10 June 2022. A compilation of some of their biggest songs, unreleased music and the band's favourite

songs, *Proof* also featured the new song 'Yet to Come (The Most Beautiful Moment)'. An alternative hip-hop track that reflected on their career so far, while also looking forward to their future, the song was their first Korean language release in two years. The album topped the charts in 18 countries and was their sixth consecutive number-one album in the United States, selling over two million copies on release day alone.

Four days after the album's release, the group were taking part in a televised dinner for their ninth-anniversary celebrations when they announced their decision to take a break to pursue solo projects and so on. Discussing the decision to step away for a bit, Jimin explained that "we're going through a rough patch right now, we're trying to find our identity and that's an exhausting and long process". RM expanded on this, saying "I always thought that BTS was different from other groups, but the problem with K-pop and the whole idol system is that they don't give you time to mature".

With a career that had sky-rocketed and with K-pop being the focus of their lives for over a decade, it is no surprise that the members want to step away for some time and figure out who they are. After all, all of them have spent their early adulthood in the industry, with the oldest

**BELOW**
*LOVE YOURSELF: Tear* was the first K-pop album to top the Billboard 200

# "THE SUCCESS ACHIEVED IN 2021 CAN NOT BE OVERSTATED"

member, Jin, being 20 years old when they debuted, while the youngest, Jungkook, was only 15 and has grown up in the spotlight.

The shock announcement made headlines around the world, which stands as a testament to the group's global success and popularity. It is worth noting that the break also allows them to pursue other endeavours, such as military service – putting an end to long-time speculation about whether they would be exempt from completing South Korea's compulsory military service. Completed by all men between the ages of 18 and 35, men have to enlist by the age of 28 and serve for at least 18 months.

While talk of disbandment quickly spread, BIGHIT's parent company, Hybe Corporation, was quick to come out and reassure fans that the band was not breaking up and that there would still be individual and group activities, with BTS expected to return as a group in 2025.

## THE FUTURE

Over a decade since their debut as a hip-hop idol group, BTS have transformed themselves into some of the most versatile artists in the world. Their ability to move between different genres, including EDM, pop, R&B, tropical house, emo rock and more, is one of the many reasons why they appeal to a wide range of listeners. Quite simply, there is a BTS song for everyone.

In addition to this, BTS have always used their music to share their emotions, struggles and messages with their fans. Whether grappling with the challenges of youth, the pressure of success, or encouraging listeners to follow their dreams and practice self-love, their lyrics and experiences have always found a way to resonate with an audience, and this will surely remain the case when they make their return.

The fact that they are the most awarded artist in South Korean history is a testament to their hard work and success, as well as the doors that they have opened for other K-pop artists. When accepting the award for Artist of the Year at the AMAs in 2021, Jungkook announced that it was "the beginning of our new chapter" – and the world certainly awaits to see what the next phase in their career holds.

**BELOW**
BTS made history when they became the first K-pop group to present an award at the Grammys in 2019

**BELOW MIDDLE**
'Butter' was one of the biggest songs of 2021

"OVER A DECADE SINCE THEIR DEBUT, BTS HAVE TRANSFORMED THEMSELVES INTO SOME OF THE MOST VERSATILE ARTISTS"

**LEFT**
By 2017, the K-pop group were breaking into the Western market

**BELOW**
BTS attend the press conference for the 2017 Billboard Music Awards

Celine

BTS appeared for a live interview with the *TODAY* show in February 2020

(L-R) V, j-hope, Jungkook and Jin pictured at the 64th Grammy awards in 2022

**RIGHT** The K-pop superstars have become a fixture at music award shows in the US

BTS ring in the new year on *Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2020*

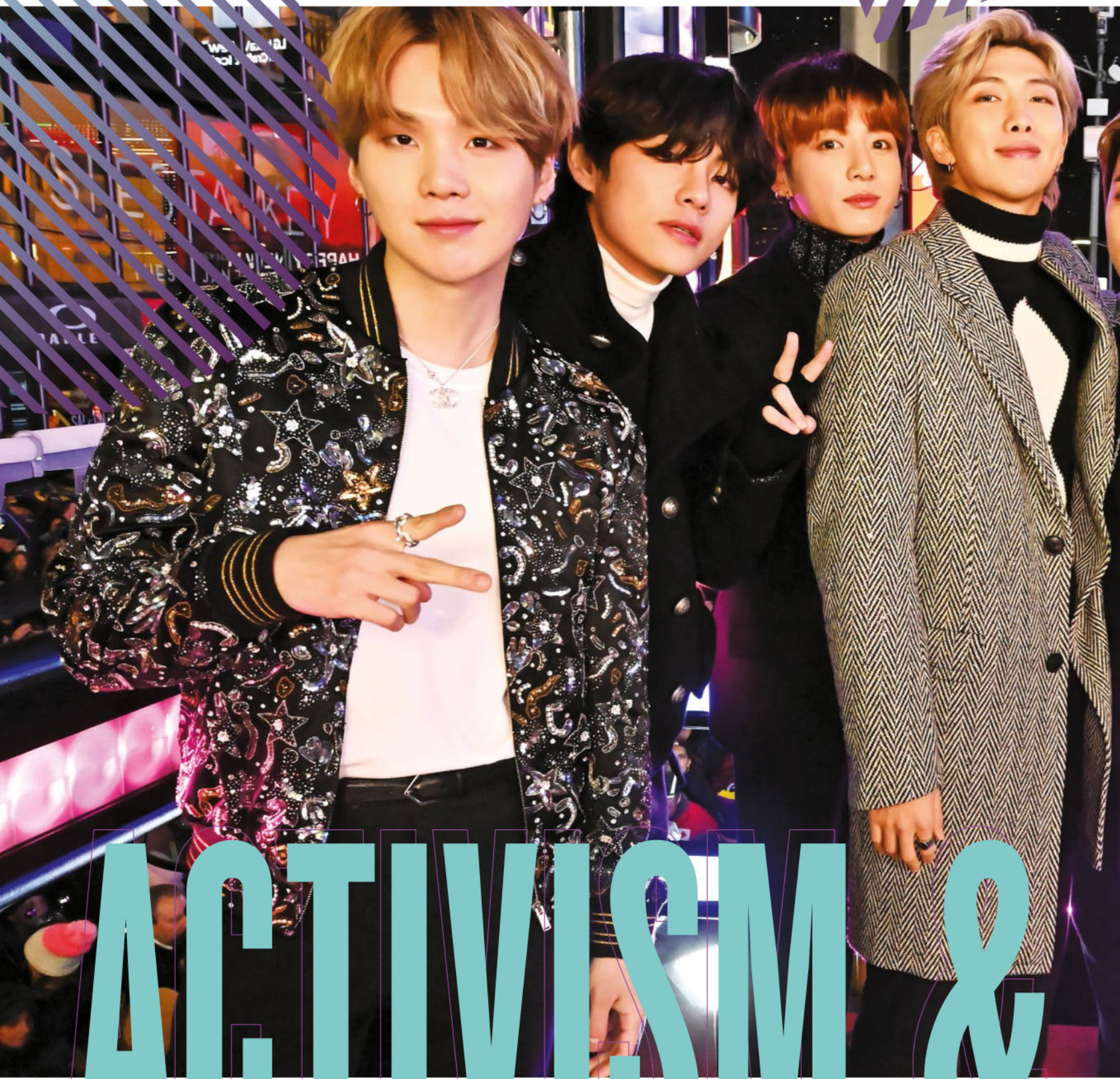
Performing
for the 2020
American
Music Awards

Fans snap their heroes while at the *TODAY* show in 2020

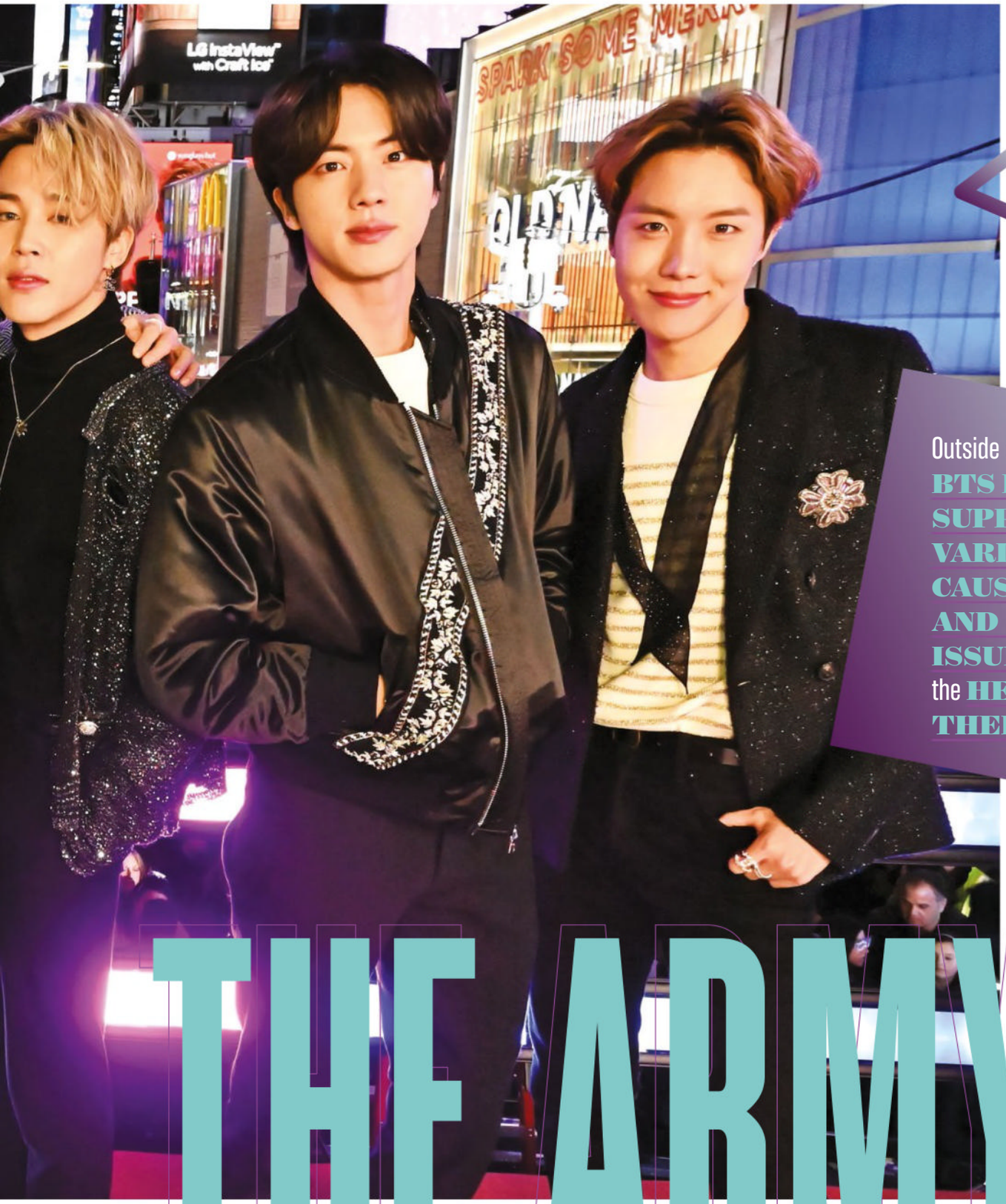
BTS returned to perform at the American Music Awards in 2021

THE

# ACTIVISM & THE ARMY



# ACTIVISM &




Outside of their music, **BTS HAVE SUPPORTED VARIOUS CAUSES AND SOCIAL ISSUES** with the **HELP OF THEIR FANS**

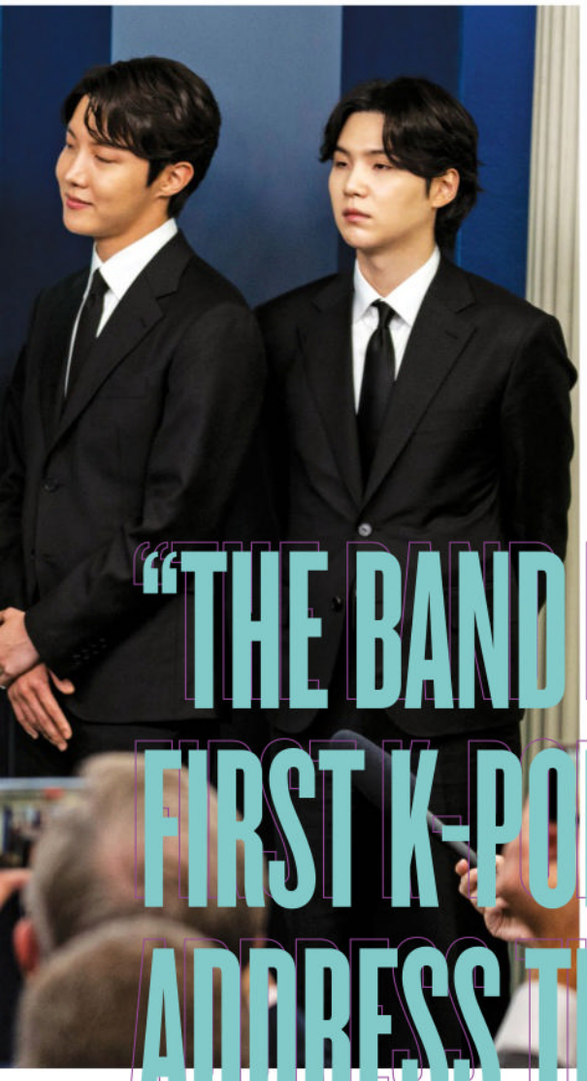
# THE ARMY

OVER THE LAST decade, BTS have had a phenomenal career, breaking down barriers in music and bringing K-pop to a global audience. While they are known for the themes and messages in their music, addressing issues such as mental health and societal pressures, they also use their platform to engage with and spread awareness for charities and causes – with the help of their fans right behind them.

## GROUP ACTIVISM

BTS's philanthropy began in the early years of their career before they became K-pop superstars. In 2014, they joined forces with Love Food Bank to deliver food to the elderly and children living in poverty. The following year, they participated in an opening ceremony for K-Star ROAD – a tourist attraction featuring different K-pop dolls, shops and entertainment companies – and donated 7,187 kilograms (15,844 pounds) of rice at the same time.

As the group started to achieve domestic and international success, they also ramped up their philanthropic efforts. In April 2017, BTS and BIGHIT Entertainment donated ₩100 million (roughly $85,000) to the Sewol Ferry Disaster 416 Family Council, with each member donating ₩10 million each and their label contributing ₩30 million. The tragedy had occurred three



# "THE BAND BECAME THE FIRST K-POP GROUP TO ADDRESS THE UN"

**ABOVE**
BTS fans wait outside the White House in May 2022, hoping to get a glimpse of the superstars

**LEFT**
The members were visiting the White House to speak out against the rise in anti-Asian violence

years earlier on 16 April 2014, when the MV Sewol ferry capsized and killed over 300 people, including 250 high school students who were heading out on a field trip.

Interestingly, their donation came shortly after it was revealed that there was a government blacklist featuring thousands of Korean artists who had criticised then-president Park Geun-hye in the wake of the disaster. It was not the first time that BTS had offered their support, as they had originally donated relief goods to the victims' families after the disaster in 2014. Their 2017 hit song 'Spring Day' is also widely believed to have been written as a tribute to those who lost their lives in the tragic event.

Following the release of *LOVE YOURSELF: Her*, the first of the group's 'Love Yourself' trilogy, BTS partnered with UNICEF for the LOVE MYSELF campaign in November 2017, dedicated to ending violence against children and teenagers and creating a safer world for them. They donated, along with BIGHIT, ₩500 million to the anti-violence campaign, as well as a percentage of the money from the physical album sales for *LOVE YOURSELF: Her* and all of the profits from the LOVE MYSELF campaign merchandise. The campaign is partnered with UNICEF's #ENDviolence project to protect children and young people around the world from violence.

BTS renewed their commitment to the LOVE MYSELF campaign in 2021 and in 2022, when they issued a heartfelt message to celebrate the campaign's five-year anniversary, with j-hope asking: "If you find anyone who needs the strength to love themselves, please reach out first. Please teach them how to love themselves, and give them the energy of hope."

As UNICEF ambassadors, BTS made their first appearance at the United Nations General Assembly in September 2018, for the launch of the Generation Unlimited campaign, an education and employment programme for young people. The band became the first K-pop group to address the UN, with RM – fluent in

English – delivering a moving speech that spoke of the hardships they had faced, and asking young people to try to find their voice and "speak yourself".

BTS have so far returned to the UN on two more occasions. They virtually attended the 75th Assembly in September 2020 and delivered a message of comfort and hope to people, reflecting on their own feelings of loneliness as the world grappled with the COVID-19 pandemic. A year later, they returned to the UN in their role as Special Presidential Envoy for Future Generations and Culture, as appointed by then-president of South Korea, Moon Jae-in, in July 2021.

In this most recent appearance, the band urged the importance of COVID vaccines, and to encourage action on climate change. A lot of BTS's activism has been dedicated to environmental issues and advocating for climate change prevention. In 2021, they performed during the 24-hour Global Citizen Live broadcast, an event calling for action on climate change.

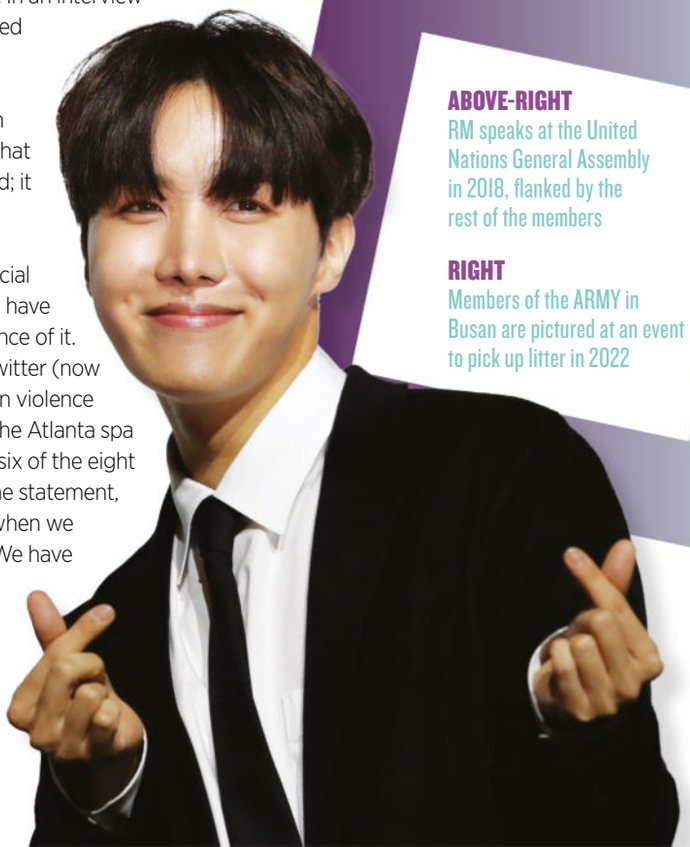
The group and their label have made various other donations over the years, including $1 million to Crew Fund, the relief fund set up for out-of-work concert crews during the pandemic. They also donated $1 million to Black Lives Matter in June 2020. In an interview with *Variety*, where they explained their decision to contribute, Jin said; "When we're abroad or in other situations, we've also been subjected to prejudice. We feel that prejudice should not be tolerated; it really has no place."

BTS have also used their platform to speak out against racial discrimination and violence, and have spoken about their own experience of it. They released a statement on Twitter (now X) following the rise of anti-Asian violence during the pandemic and after the Atlanta spa shootings in March 2021, where six of the eight victims were Asian women. In the statement, they said; "We recall moments when we faced discrimination as Asians. We have endured expletives without reason and were mocked for the way we look. We were even asked why Asians spoke in English." The members also took this discussion to the White House in May 2022, where they met with President Joe Biden to talk about and condemn the rise of anti-Asian hate crimes and discrimination in the US.

## SOLO PHILANTHROPY

In addition to their efforts as a group, the members of BTS have also made various individual donations to, and raised awareness for, different causes over the years – in many cases, as a way to mark a milestone in their lives, such as their birthdays.

For example, to mark his 28th birthday in March 2021, SUGA donated $88,000 to the Keimyung University Dongsan Medical Center in Daegu, his hometown, to support the children there who were battling cancer. In 2023, he chose to celebrate his birthday with a donation of ₩100 million to Save the Children for the emergency relief fund in Turkey and Syria following the earthquakes. For his 25th birthday, RM donated ₩100 million to the Seoul Samsung School to fund music education for students with hearing impairments.



**ABOVE-RIGHT**
RM speaks at the United Nations General Assembly in 2018, flanked by the rest of the members

**RIGHT**
Members of the ARMY in Busan are pictured at an event to pick up litter in 2022

BTS

BLM
BLACK LIVES MATTER
BLACK LIVES MATTER
PRO BLACK ISN'T ANTI WHITE
BLACK LIVES MATTER

BTS have built up an incredibly loyal fan base over the past decade

# “THE GROUP AND THEIR LABEL HAVE MADE VARIOUS DONATIONS OVER THE YEARS”

Much of BTS's group and individual donations have been to support children and young people in the world. To mark Korea's Children's Day on 4 May 2021, j-hope donated ₩100 million through ChildFund Korea to One Stop Centre in Tanzania, a charity that offers support to children who have been victims of violence there. He has also donated several times to ChildFund Korea over the years, with a portion of this money being used to create scholarships for low-income students at Jeonnam Girls' Commercial High School, located in his hometown of Gwangju.

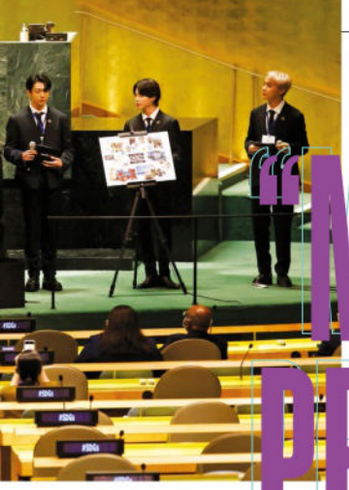
Jimin has also donated money and resources several times to support students and their education in his hometown of Busan, while Jin was announced as a member of UNICEF Korea Honors Club in 2019 – a group of donors who had contributed at least ₩100 million to the organisation. In April 2023, Jungkook donated ₩100 billion to to Seoul National University Children's Hospital to support the child patients and their families from low-income households.

It should be noted that the members of BTS – whether as a group or individually – frequently make their donations in private, and that we are often only made aware of them because of the charity or institution they have donated to. Therefore, it is likely that there are many charitable contributions not publicly known about. However, it is clear from their activism and the donations that we do know about that the group are committed to giving back and using their platform where they can.

## THE ARMY

So, if you're new to the world of BTS, you may be wondering who the ARMY are, and what do they have to do with the band's activism?

In July 2013, shortly after the band's debut, the fan club for BTS – ARMY – was announced. The name stands for 'Adorable Representative MC for Youth,' and it also relates to BTS's other name, 'Bangtan Sonyeondan', which translates to 'Bulletproof Boy Scouts'. To officially be a member of ARMY, you need to pay an annual membership. Once done, you will then receive various benefits, including being able to purchase member-only BTS merchandise,



# "MILLIONS OF PEOPLE COUNT THEMSELVES AS MEMBERS OF ARMY"

**ABOVE**
Jungkook and SUGA speaking at the UN General Assembly

**FAR-LEFT**
The group launched the LOVE MYSELF campaign with UNICEF in 2017

have access to pre-releases and other content, apply to attend in-person and online BTS events and more. However, 'unofficial' members of ARMY can still support and stream BTS's music, engage with them and other fans on social media, vote for awards and so on.

When BTS first debuted, the band did not have the funding and resources that were available to K-pop artists from one of the 'Big Three' entertainment companies. This meant that the members had to pursue other ways to raise their profile and communicate with their fans. To do this, they used vlogging and social media to connect with their fanbase and gain a following, posting YouTube videos that showed them dancing, singing, hanging out and more.

This was a very different method from the more manufactured approach used by other groups, and has allowed them to develop a very loyal fanbase that has continued to support BTS through their extraordinary rise to the top. Today, millions of people count themselves as members of ARMY.

BTS are also very loyal and thankful to their fans, and they've released many songs dedicated to ARMY, such as 'Magic Shop' from *LOVE YOURSELF: Tear* and 'We Are Bulletproof: the Eternal' from Map of the Soul: 7. Jungkook even has a hand tattoo dedicated to their fans, with 'ARMY' written across his knuckles, and this was apparently the first inking he ever got.

In this history of pop culture, fanbases have always been influential and BTS's fans are no different. A highly organised fan club with groups located all over the world, ARMY have proven themselves a force to be reckoned with, whether that's helping BTS break records and win awards, or using their hard work to contribute to the group's activism and to support their local communities.

The power of ARMY is perfectly demonstrated when looking at the group's key LOVE MYSELF campaign with UNICEF. BTS encouraged their fans to head to social media and post photos of them promoting self-love, along with the hashtag #BTSLoveMyself. A 2021 report by UNICEF showed that the campaign had almost reached every country, with almost five million tweets and over 50 million engagements, an incredible achievement.

While BTS often call on their fans for their support while raising awareness for different causes, ARMY frequently organises their own donations and campaigns in honour of the group. For example, when BTS donated $1 million to Black Lives Matter, the BTS ARMY set the #ARMYMatchedAMillion and #2MforBLM challenge, vowing to match the $1 million donation made by the group. Amazingly, ARMY managed to raise $1 million in just 25 hours. Meanwhile, in India, BTS fans raised over two million rupees for COVID relief as the second wave was sweeping the country.

ARMY also makes donations and arranges charity drives in honour of the members' birthdays, often called 'birthday projects', and other milestones every year. For Jimin's birthday in 2018, the ARMY in Korea embarked on a campaign to encourage fans to donate blood to the Korean Red Cross, with over 750 of them donating and bringing souvenirs as gifts for future donors.

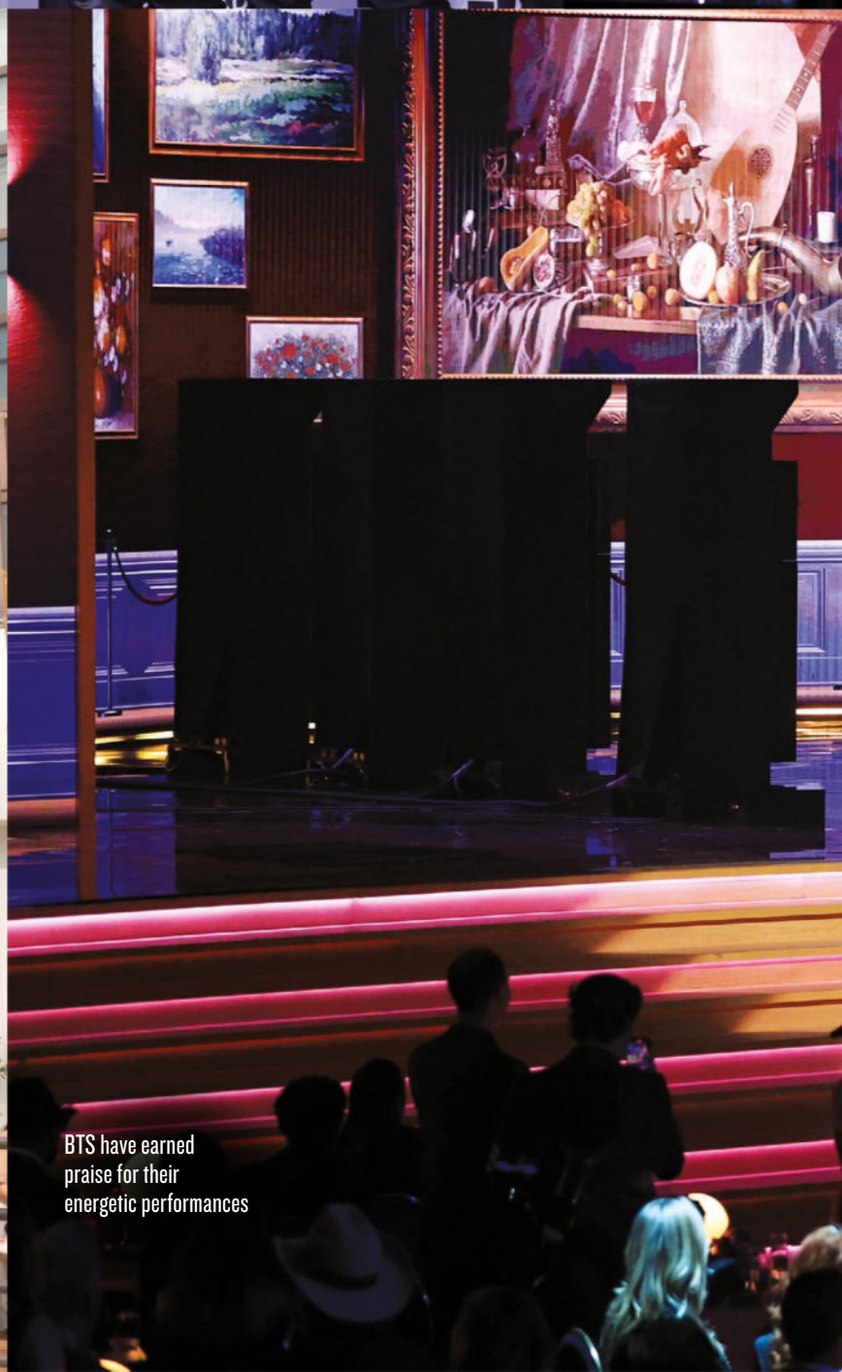
Another example is V's birthday in 2021. His fans around the world found different ways to celebrate him. In Malaysia, BTS fans adopted a white tiger from Zoo Negara and named him 'Kim Taehyung' in his honour. In China, his fans launched fundraisers to build primary schools in his name, while other groups around the world – in Africa, Nepal, Canada and elsewhere – raised money for children's education and welfare, animal shelters, planting trees and more.

All of these examples are a mere drop in the ocean of the activism work undertaken by BTS and the ARMY, who have been inspired by the example set by the group using their platform and influence for good. The continued charitable efforts of both prove that BTS is more than just their music – they have connected with millions of people around the globe who want to make a difference in the world.

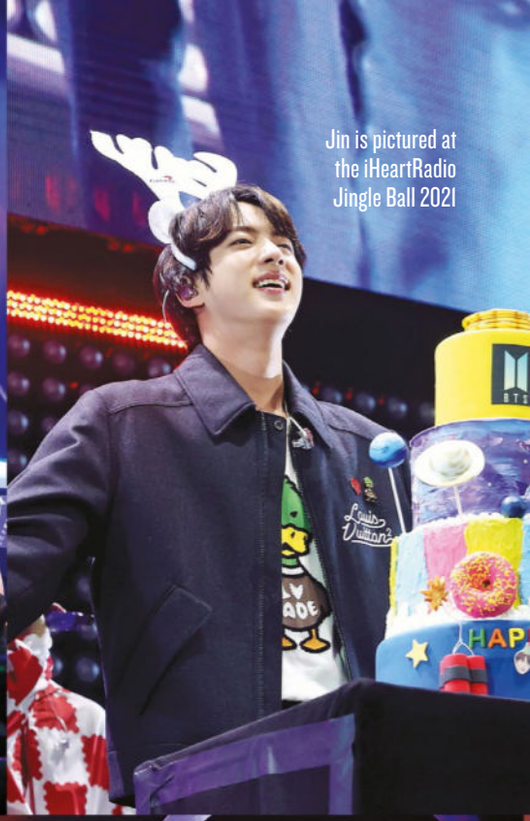
RM and j-hope attend W Korea's Annual Breast Awareness Campaign in 2022

BTS won their first Billboard Music Award for Top Social Artist in 2017

Teaming up with Coldplay for the 2021 American Music Awards



BTS have earned praise for their energetic performances



Jin is pictured at the iHeartRadio Jingle Ball 2021

Accepting the award for Favourite Pop Duo or Group at the 2021 AMAs

AMERICAN
MUSIC
AWARDS
G1 SHOTOVER

BTS, pictured here in 2020, have achieved incredible success both domestically and abroad

BTS pose with the members of New Kids on the Block

(L-R) j-hope, Jimin and Jungkook perform on *Good Morning America*, 2019

(L-R) Jimin, Jin, V, RM, SUGA, j-hope & Jungkook at the 2019 Billboard Music Awards

# K-ULTURE BOOM

RM
BTS

# K-ULTURE

**THE RISE OF BTS**
has paved the way for the
**GLOBAL SUCCESS OF KOREAN CULTURE**

# BOOM

SINCE THEIR DEBUT in 2013 as K-pop rookies, BTS have built their career from the ground up to become known as 'the biggest boy band in the world'. Although you might expect that their impact only helped to bring K-pop to a wider audience, BTS's impact on Hallyu, also known as the Korean Wave, can hardly be overstated. Not only have they introduced a genre of music to millions of people around the world, but they have done much to spread other aspects of Korean culture across the globe.

## THE START OF HALLYU

While BTS are widely hailed for the spread of Hallyu, international interest in Korean popular culture began in the 1990s, long before they were on the scene. After the financial crisis that swept through Asia in 1997, South Korea turned to exporting its popular culture to boost the economy and utilise 'soft power'– the concept of using attractive or appealing influence rather than force to achieve change. This began with K-dramas and films being exported to other

**LEFT**
PSY's 'Gangnam Style' went viral around the world in 2012

# "BTS BUILT THEIR CAREER FROM THE GROUND UP TO BECOME 'THE BIGGEST BOY BAND IN THE WORLD"

**LEFT**
Second-generation groups like Girls' Generation slowly began to break into international markets

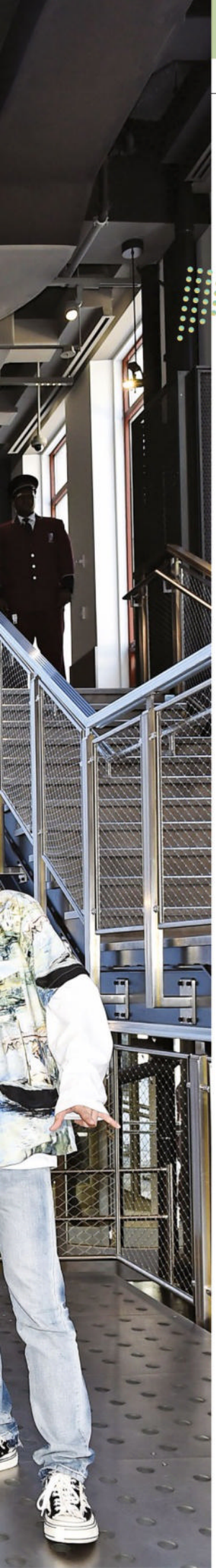
countries in Asia, something that had slowly been on the rise in the early 1990s, thereby exposing Korean culture abroad.

The beginnings of K-pop emerged around the same time with the debut of Seo Taiji and Boys in 1992. By the late nineties and early noughties, groups like TVXQ and Baby V.O.X were making waves in Asia. As K-pop entered its second generation in the mid-late noughties, it became increasingly successful thanks to the rise of social media. Groups such as BIGBANG and Girls' Generation began breaking into the international market outside of Asia, slowly becoming popular in both Europe and the United States.

Then, in 2012, the world heard the incredibly catchy smash hit 'Gangnam Style' by PSY for the first time. Known for its iconic horse dance move that went viral around the world, the song reached number two on the US Billboard Hot

# "MANY INTERNATIONAL FANS HAVE BEEN INSPIRED BY THEIR LOVE OF THE GROUP TO LEARN KOREAN"

**RIGHT**
BTS have led the way for the global spread of Korean culture



100 and topped the charts in over 30 countries. The music video became the first YouTube video to reach a billion views and has become a milestone in popular culture.

## THE INFLUENCE OF THEIR MUSIC

Even though Hallyu was already emerging in the West, there is no denying that BTS are the ones that well and truly knocked the door down for it to become the cultural phenomenon it is today. The beginning of their career timed perfectly with the rise of social media, which they utilised even before their debut to build their fanbase and connect with them – it is something that they continue to do to this day, over a decade later.

It is through social media that international fans have discovered BTS's music, allowing it to flow beyond the borders of South Korea and Asia. While the majority of the group's music is Korean, lots of their songs are also peppered with enough English to make it accessible to those who do not speak or understand Korean.

The band's consistent engagement with fans on social media is rewarded by the effort that ARMY members put in to spread their music to wider audiences. There are various accounts on different social media platforms such as X, Instagram and YouTube, that are dedicated to translating BTS's lyrics, interviews, videos and more into English and other languages as soon as possible, making their work even more accessible to the rest of the world.

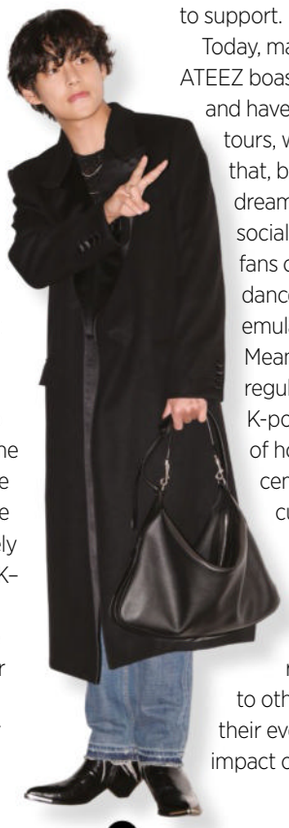
However, even though most – if not all – of BTS's content can be found translated, many international fans have been inspired by their love of the group and their music to actually learn the Korean language. As a result, there has been a rise in Korean language education around the world, largely due to the popularity of BTS and K-pop as a genre.

Aside from language, BTS have used their music to represent their culture in other ways and bring it to international audiences. In their 2018 song 'IDOL', they infused a blend of traditional Korean instruments like the janggu (a traditional drum) with modern pop sounds. This subsequently led to an increased interest in traditional Korean instruments, with the National Gugak Center adding more traditional instruments to their digital sound service because of the demand for these sounds in music production, both domestically and abroad.

Meanwhile, in the music video for 'IDOL', BTS wore modern reinterpretations of the hanbok, a traditional Korean garment, while part of their choreography was inspired by pungmul, a folk dance. They performed the song on several US shows, including *America's Got Talent* and *Good Morning America*, firmly showing on an international stage that they are proud of their heritage and culture.

Of course, not only have BTS brought their language and cultural traditions to foreign audiences, but they are also responsible for bringing many international fans into the world of K-pop. For lots of foreign K-pop fans, BTS were the gateway into a genre that they had never been exposed to before, and this has led to them discovering many other K-pop artists to support.

Today, many K-pop artists like TWICE and ATEEZ boast strong international fan bases and have embarked on sold-out world tours, which is arguably an achievement that, before BTS, seemed like a pipe dream for many. They also use similar social media tactics, engaging with their fans online, uploading vlogs, posting dance challenges and more, hoping to emulate the remarkable success of BTS. Meanwhile, popular Western publications regularly report on the release of new K-pop music and the upcoming debuts of hotly anticipated artists, further cementing the spread of Korean pop culture in the West.



**BELOW**
V is known for being able to sell out items in minutes

## AN ECONOMIC POWERHOUSE

Aside from K-pop, BTS have been responsible for bringing their fans to other areas of Korean culture through their everyday lives, and have had a huge impact on the South Korean economy.

**LEFT**
Multiple companies have hired BTS to endorse their brands

For example, while interacting with fans on social media, the members have often revealed the shows that they are enjoying, which has led to many of them checking out the dramas for themselves. In 2016–17, V even starred in the K-drama *Hwarang: The Poet Warrior Youth*, and many in the ARMY hope that he will return to acting one day.

The exposure to Korean television shows and cinemas through BTS has undoubtedly contributed to the rise of international interest in them over the last few years. This is evident from the increasing number of dramas and films that have been appearing on streaming platforms such as Netflix over the last few years, with shows like *Squid Game* gaining massive popularity worldwide. It has also arguably opened the door for other Koreans outside of K-pop to find success in the West, with Bong Joon-ho's *Parasite* making history at the 92nd Academy Awards in 2020, by becoming the first non-English language film to win the Oscar for Best Picture.

As fans seek to engage with, or be as close as they can to BTS, they have sought out the food they eat, the clothes they wear, the products they use and so on. It is no wonder that BTS have been hired to endorse or collaborate with several brands over the years, as their popularity is guaranteed to result in huge sales. Whether as a group or individually, BTS have endorsed iconic brands such as Samsung, McDonalds and Dior around the world, and usually the products they advertise sell out immediately. V has even been dubbed

**BELOW**
BTS have been hailed as a huge part of South Korea's 'soft power'

**LEFT**
BTS launched an incredibly successful collaboration with McDonalds in 2021

'Out of Stock Fairy' and 'Sold Out' fairy by the Korean media, because his merchandise and the items he uses usually sell out in minutes.

This demand for all things used or liked by BTS, coupled with the increased global popularity of Korean culture, has contributed to the rising exports from South Korea. The demand for Korean skincare and beauty products in the West over the last few years has led to more shops and online retailers stocking brands for consumers. Even the increased popularity of Korean food, like kimchi and Korean BBQ in the West, can be partly attributed to fans seeing the food that BTS enjoy while filming their vlogs and engaging with ARMY online.

Even when BTS aren't officially endorsing a product, their star selling power knows no bounds. In 2019, Jungkook was chatting with fans on the official BTS fan cafe when he was asked what his favourite fabric softener was. His answer was Downy (known as Lenor in Europe) in the scent 'Adorable'. Immediately, members of the ARMY scrambled to get their hands on it, which led to a shortage in South Korea – even Jungkook took to Twitter to say that he was unable to buy any. As a result, Downy and BTS ultimately embarked on a collaboration together the following year.

The fascination with Korean culture sparked by BTS has contributed massively to the rise in international fans heading to South Korea. A report by the Hyundai Research Institute released in December 2018, stated that over seven percent of tourists who had visited the country in 2017 did so because of their interest in BTS, and that BTS were worth over ₩4 trillion ($3.6 billion) to the economy every year – and these numbers have only increased. In fact, the group have played such a role in South Korea's booming economy that when they announced they were taking a break in June 2022, numerous online articles emerged that estimated the break could cost the South Korean economy billions of dollars.

## THE SOFT POWER OF BTS

BTS have contributed massively to Korea's soft power on the global stage. This is evident from the range of industries that their success has impacted over the years and the huge success of Hallyu. Not only this, but their international stardom has led to them taking the stage at influential events, such as the UN General Assembly, because of their ability to reach such a broad range of people around the world.

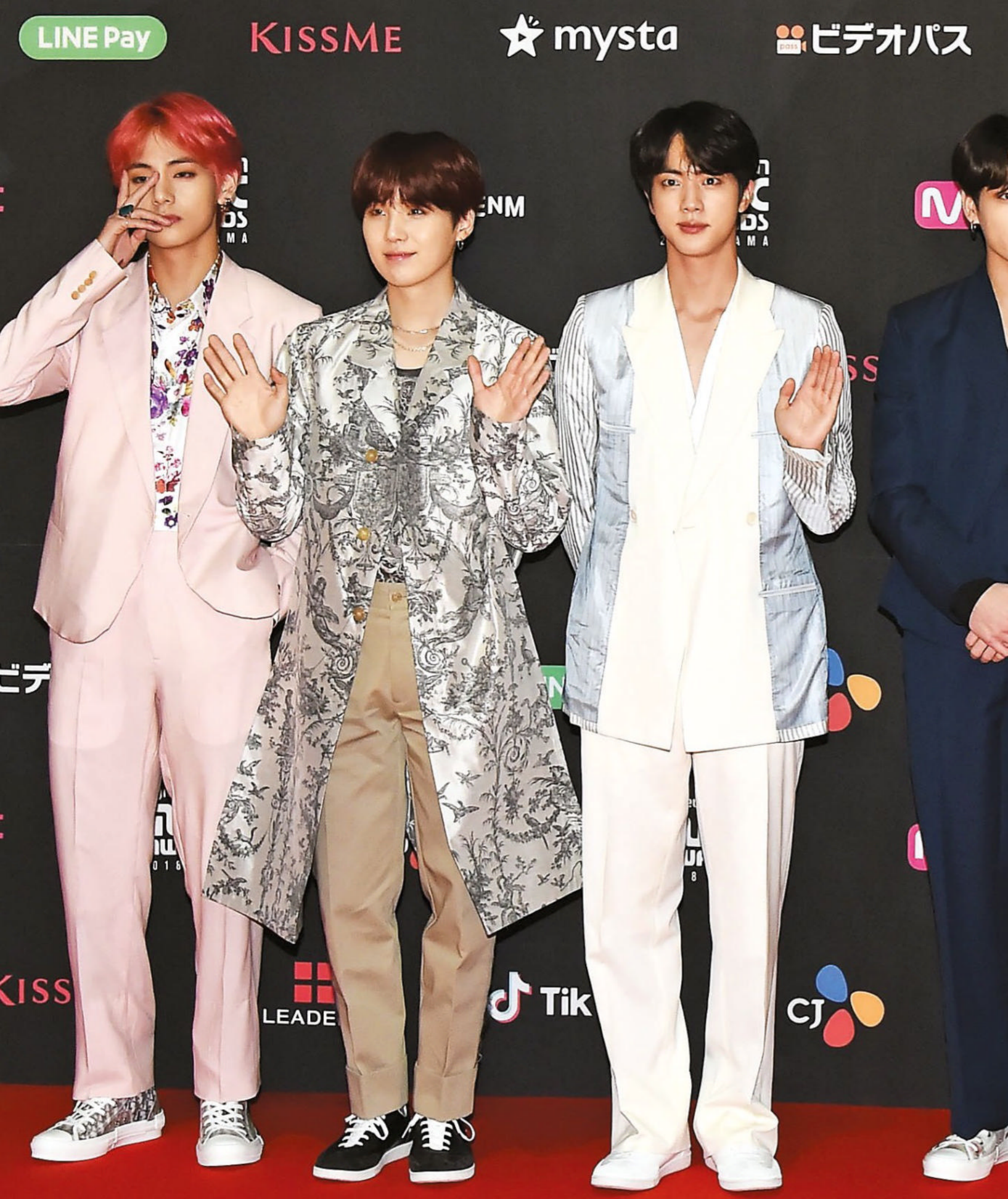
Their role in spreading Hallyu has earned them many accolades, including becoming the youngest recipients of the prestigious James A Van Fleet Award for their contribution to promoting US–Korea relations. They are also the youngest recipients of the fifth-class Hwagwan Order of Cultural Merit, awarded to them by then-president Moon Jae-in in 2018, because of their role in spreading Korean culture around the world.

Perhaps Moon Jae-in summed up their influence on Hallyu in the best way after they topped the US Billboard 200 albums chart for the first time with *LOVE YOURSELF: Tear* in May 2018, when he stated on Twitter that "their melody and lyrics transcend regional borders, language, culture and institutions".

BTS pay a visit to the White House, May 2022

Seoul landmarks lit up in purple to celebrate the band's 10th anniversary

Fans getting ready to welcome BTS to Las Vegas, April 2022




The group attend the award ceremony for the 2018 MAMA Fans' Choice in Japan

TikTok
LEADERS
KISSME
LINE Pay
CJ
2018
AWARDS
CJ
ME
ysta

Members of the BTS ARMY can be found all over the world

By using their platform for activism, BTS have inspired their fans to do the same

Fans visiting a pop-up store in Los Angeles, 2022

XBOX
Calvin Klein
Hilton
FOR THE STAY
LIVE AT TSX
TONIGHT AT 5:30PM
EVERY KID
HEALTHY FOOD
EVERY DAY
pelé
SOCCER

# OUT WITH A BANG

# OUT WITH

**THE UNSTOPPABLE K-POP SENSATIONS** are taking a well-deserved break to **EXPLORE THEIR INDIVIDUAL PASSIONS**

# A BANG

**RIGHT**
Jin turned 30 on 4 December 2022 and he enlisted in the military the same month

**BELOW-RIGHT**
South Korean news showing a photo of Jin with his military haircut ahead of his enlistment

**HEN BTS ANNOUNCED** that they were taking a break, it came as a shock to fans around the world. Fears that the group's 'break' could actually be a 'break up' – it is fairly common in the K-pop world for artists to go on hiatus, only to never come back – sent HYBE's stock plummeting down, followed by quick reassurances that the group will be coming back together in 2025.

Yet, far from a sad period for ARMY, this is an exciting time both for BTS and their fans. While the members plan to complete their mandatory military service during this break, all of them have released their own solo projects, giving them a chance to shine as individuals and share their own style with the world. Here we look at some of the biggest releases of their respective solo careers so far.

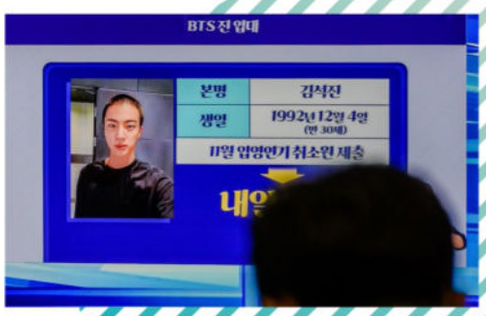
# JIN

**THE OLDEST MEMBER** of BTS has released a handful of solo songs throughout his career so far. Under the BTS name, Jin released the solo song 'Epiphany' on the *LOVE YOURSELF: Answer* album in 2018. Lyrically, it explores the importance of self-love, which fits in perfectly with BTS's Love Yourself era and is a favourite among fans.

His first independent solo track, 'Tonight', a song about the loss of his beloved pets, was released in 2019 as part of BTS Festa, a celebration of the band's six-year anniversary. The following year, he released the track 'Abyss' as a birthday treat for ARMY, and stated that it was inspired by his struggles with insecurity. For his 29th birthday in 2021, Jin also showed off his playful side with the song 'Super Tuna', which went viral on TikTok in part because of its fun yet simple choreography.

In October 2022, Jin finally released his official debut song, 'The Astronaut', which was co-written with Coldplay. 'The Astronaut' is a song about Jin's love for and relationship with his fans, and served as his goodbye gift to them before he enlisted in the military. Coldplay's Chris Martin revealed that Jin reached out to him and said "I have to leave the band in December for two years and join the army in Korea because that's the rules there. I need a song that says goodbye to everybody, for a little while, and tells them that I love them."

In December, two months after the release of 'The Astronaut', Jin became the first member of BTS to enlist in the military. The announcement did not come as a surprise, as Jin had turned 30 that month and there was a time limit for him to enlist. So far, Jin probably has one of the lightest solo discographies out of the BTS members. However, he is expected to return from military service in June 2024, so there is a chance that he will release more music in the year leading up to BTS's expected reunion.



**RIGHT**
A month after celebrating his 30th birthday, SUGA enlisted in the military

# SUGA

**OVER THE YEARS**, SUGA has released five solo songs that have featured on BTS albums, including *MAP OF THE SOUL: 7*'s hip-hop track, 'Interlude: Shadow'. He has also collaborated with other South Korean artists, such as 'That That' by PSY of 'Gangnam Style' fame.

SUGA also has a solo career under the alter ego name Agust D – a combination of 'SUGA' spelt backwards and the initials 'DT', which refers to his birthplace, Daegu Town. He decided to use a stage name to release his solo work because he wanted it to be separate from his work with BTS.

Under this stage name, he released his debut solo mixtape, *Agust D,* in 2016 and his second mixtape, *D-2,* in 2020. The latter spawned the single 'Daechwita', a reference to traditional Korean military music, and was applauded for spreading awareness of traditional Korean instruments. In April 2023, SUGA released his first solo album, *D-DAY*, again under the name Agust D. The album finished off the trilogy that includes his two mixtapes, and it reached number two on the Billboard 200.

From May to June 2023, he became the first member of BTS to headline his own tour, the 'SUGA Agust D Tour', performing shows across the US and Asia. In August, after his tour was complete, BIGHIT announced that SUGA would be enlisting in the military, becoming the third member of BTS to do so. SUGA had turned 30 years old in March and so he was required to enlist within the next six months. Beginning his military service in September 2023, he is expected to return in 2025.

# J-HOPE

**J-HOPE RELEASED** his debut solo mixtape, *Hope World*, in March 2018. Featuring lead single 'Daydream', the album peaked at number 38 on the Billboard 200, which was the highest-ranking album by a Korean solo artist at the time. In 2019, j-hope released the infectious hip-hop track 'Chicken Noodle Soup' featuring Becky G, which made him the first member of BTS to chart as a solo artist on the Billboard 100, with the song debuting at number 81.

In July 2022, a month after BTS announced they were taking a break, j-hope became the first member to release solo material with the song 'More', which was the lead single on his debut album *Jack in the Box*. Just over two weeks after the album was released, he became the first South Korean artist to headline a main stage at a US music festival, when he made his debut at Lollapalooza. Two months later, j-hope was featured on the song 'Rush Hour' by fellow K-pop star, Crush.

He released the song 'On the Street', featuring J Cole, in March 2023. Lyrically exploring j-hope's long-standing love for hip-hop and street dance, the song was described as a gift for his fans. The next month, j-hope became the second member of BTS, after Jin, to enlist in the military and he is expected to be discharged in October 2024.

**RIGHT**
j-hope is pictured performing at Lollapalooza

# RM

**THE LEADER OF** BTS has recorded a few solo songs that have featured on the tracklist of the group's albums over the years. He has also released two mixtapes so far: his debut solo mixtape, *RM* in 2015 and *Mono* in 2018, with the latter being critically acclaimed and becoming the highest-charting album by a Korean soloist in the US at the time, when it reached number 26 on the Billboard 200.

RM made his official solo debut with the album *Indigo* in December 2022, which became his first solo top ten album on the Billboard 200, peaking at number three. He revealed when the album was released that he had been working on it since 2019, and he described it as "the last archive of my twenties". The album consisted of ten songs, featuring various artists including Anderson .Paak and Erykah Badu, all of which were co-written by RM himself.

*Indigo*'s lead song, 'Wild Flower', featured Youjeen, the vocalist for South Korean rock group, Cherry Filter. An emotional song that sees RM explore his struggles with fame and success while remaining true to himself, it feels like a poignant reminder of his admission that he wanted to use the break from BTS as an opportunity to learn more about himself.

**LEFT**
RM worked with various artists on his *Indigo* album

# "IN SOUTH KOREA, HIS ALBUM SOLD OVER A MILLION COPIES ON ITS OPENING DAY ALONE"

# JIMIN

**LIKE THE OTHER** members of BTS, Jimin has sung solo songs on some of the group's albums, including 2017's 'Serendipity' from *LOVE YOURSELF: Her* and 2020's 'Filter' from *MAP OF THE SOUL: 7*. His first credited solo song and self-composed track was 'Promise, which he released in 2018 and described in a statement to his fans as "a song for me, but it's also a song for all of you". In January 2023, Jimin was featured on the song 'Vibe', the long-awaited comeback single for BIGBANG member Taeyang.

Two months later, Jimin released his debut solo album, *FACE*, featuring five songs including the lead hip-hop and pop single, 'Set Me Free Pt.2'. He co-wrote all five songs on the album, which were inspired by his experience of loneliness and self-doubt during the COVID-19 pandemic. In South Korea, his album sold over a million copies on its opening day alone, breaking the sales record at the time.

The album's second single, 'Like Crazy', is a synth-pop delight that Jimin explained in an interview with Spotify is "about the painful feeling of losing oneself while searching for a loved one in a dream, but still wanting to stay in the dream forever". The song was a hit and debuted at number one on the US Billboard 100 – making Jimin the first-ever Korean soloist to achieve this feat.

**TOP**
Jimin penned all of the songs on his debut solo album

**ABOVE**
Jimin's album explored his feelings during the pandemic

# V

## "THE ALBUM PUT V'S DISTINCTIVE, HUSKY BARITONE VOICE ON FULL DISPLAY"

**SO FAR ON** BTS's albums, V has released three solo songs: 2016's 'Stigma', 2018's 'Singularity' and 2020's 'Inner Child'. As an independent artist, he released the self-composed track 'Scenery' in 2019 and the song 'Sweet Night' for the soundtrack of K-drama *Itaewon Class* in 2020.

In September 2023, V released his long-awaited solo album, *Layover*, featuring six tracks in total. He notably collaborated with Min Hee-jin, the creative director for one of South Korea's hottest new girl groups, NewJeans. The album put V's distinctive, husky baritone voice on full display, exploring R&B, pop and jazz with elements of soul and lo-fi. The lead song, 'Slow Dancing', which is a 1970s-inspired soul bop about pining over a lover, won six Korean music shows.

In South Korea, *Layover* became the first album by a solo artist to sell over two million copies in its opening week, recording the highest first-week sales by a K-pop solo artist, until this was surpassed by bandmate Jungkook two months later. It also debuted at number two on the Billboard 200, tying V, Jimin, SUGA and Jungkook with this achievement.

**LEFT**
V's album, *Layover*, set new sales records in South Korea

**LEFT**
Jungkook's debut album *GOLDEN* was released in November 2023

# JUNGKOOK

**LIKE THE OTHER** members of BTS, Jungkook released solo music under the group name, with 2018's 'Euphoria' being one of the most popular BTS songs among the ARMY to this day. He released the solo song 'My You' as a gift to his fans to celebrate BTS's ninth anniversary in June 2022, and that same month, he featured on the Charlie Puth track 'Left and Right'.

That November, he released the song 'Dreamers' for the FIFA World Cup Qatar 2022. He performed it at the opening ceremony, becoming the first South Korea artist to release an official song for the FIFA World Cup.

In July 2023, he released his debut track 'Seven' featuring American rapper, Latto. A UK garage pop song, it debuted at the top of the Billboard 100, becoming Jungkook's first solo number one, and entered the top five in the UK. 'Seven' was followed by the release of '3D' featuring Jack Harlow in September, an R&B track that debuted in the top ten in the US, and became his second top-five single in the UK.

Jungkook finally dropped his hotly-anticipated solo studio album, *GOLDEN*, featuring both 'Seven' and '3D' in November 2023. Consisting of 11 songs in total, the title is a reference to his nickname, 'Golden Maknae', which was given to him by fans for being multi-talented at singing, dancing and rapping.

*GOLDEN* debuted at number two on the Billboard 200 after achieving the biggest US sales week of any K-pop soloist in history. Jungkook also became the first Korean soloist to enter the top three on the UK Official Albums Chart – the only Korean soloist to enter the top ten prior to this was SUGA back in 2020 with *D-2*. On the same day as *GOLDEN* was launched, Jungkook released his third single, 'Standing Next to You', a song that blends disco, pop, jazz and funk.

## WHAT'S NEXT?

It was revealed in November 2023 that RM, Jimin, V and Jungkook will enlist for military service imminently, at a younger age than their bandmates ahead of the band's 2025 reunion. Nevertheless, it is clear that every single member of BTS is taking the opportunity to showcase their own musical identities with their solo releases – and no doubt, the members will be refreshed and raring to get going again when the time comes.

Jungkook released his debut solo album, *Golden*, in November 2023

Jungkook performing at the opening ceremony for the 2022 FIFA World Cup

j-hope takes to the stage at Lollapalooza in Chicago, 2022

Jungkook performs his single 'Seven' on *Good Morning America*, July 2023

# PLAYLIST

BTS have released countless hit songs throughout their decade-long career

# ULTIMATE BTS PLAYLIST

From **'NO MORE DREAM'** to **'YET TO COME (THE MOST BEAUTIFUL MOMENT)'**, here is our guide to 25 essential BTS songs

**WITH HUNDREDS OF** songs and several albums to choose from, it can be a touch overwhelming deciding where to start your BTS listening adventure. But don't worry, because we have got you covered with our ultimate BTS playlist! While there were plenty of songs to choose from, we have handpicked 25 of our top favourites to take you on a journey through their incredible and diverse discography.

1

SONG NAME

## Spring Day

**RELEASED** 2017

An emotional ballad that blends alternative hip-hop with pop rock, 'Spring Day' is a nostalgic song that reflects on love, loss, grief and moving on. A commercial and critical hit that has won several accolades, 'Spring Day' is celebrated for its lyricism and is frequently listed as one of BTS's best songs.

2

SONG NAME

## Blood, Sweat & Tears

**RELEASED** 2016

'Blood, Sweat & Tears' is the lead single from *Wings*, BTS's second Korean studio album. Moving away from their signature hip-hop sound, this song is a mixture of tropical house, trap and moombahton, and explores the themes of desire and temptation. Definitely one to check out.

3

SONG NAME

## Just One Day

**RELEASED** 2014

'Just One Day' is a sweet and sensitive track from the group's second EP, *Skool Luv Affair*. In the song, each member shares their desire to spend one day with the person they love, but they give up that chance to chase their dreams. It may not receive as much attention as their other songs, but it's a must-add to any BTS playlist.

4

SONG NAME

## MIC Drop

**RELEASED** 2017

Inspired by Barack Obama's famous mic drop, hip-hop and EDM track 'MIC Drop' is a celebration of BTS's growing popularity and their achievements, released four months after they became the first K-pop group to win a Billboard music award. The remixed version by DJ Steve Aoki is worth a listen, with the music video hitting over a billion views and counting.

6

SONG NAME

## Boy With Luv

**RELEASED** 2019

Chances are that you will have heard 'Boy With Luv', even if you're a fledgling member of the BTS ARMY. This super-catchy pop song features American singer Halsey and it seemed as though it was everywhere in 2019. Although it shares a similar title to their 2014 hit 'Boy in Luv', this track has a deliciously different sound and showcases the group's growth over the years.

7

SONG NAME

## I Need U

**RELEASED** 2015

The release of 'I Need U' was a defining moment in BTS's journey to stardom. A mix of dance and R&B, 'I Need U' marked a shift away from hip-hop and was a huge success, earning the band their first music show win. It led to a new level of popularity for the group in South Korea and in the West, and it is still a fan favourite today.

5

SONG NAME

## IDOL

**RELEASED** 2018

BTS are known for producing music with a strong message and 'IDOL' is no exception. The song features empowering lyrics about self-love and self-acceptance, against a backdrop of heavy beats mixed with traditional Korean instruments. On top of this, it was widely cited as one of the best songs of 2018.

8

SONG NAME
## RUN
**RELEASED** 2015

'RUN' is a dance-rock song about overcoming any obstacles in your way, and it is one that you can't help but sing to. It served as the lead single for *The Most Beautiful Moment in Life Pt. 2* and was ranked the third-best K-pop song of 2015 by Billboard, solidifying BTS's growing global popularity.

9

SONG NAME
## FAKE LOVE
**RELEASED** 2018

Once you hear 'FAKE LOVE', you won't be able to get it out of your head. Taking a darker tone than some of BTS's other lead singles, 'FAKE LOVE' is a grunge and electropop song backed up with rock instrumentals. As the title suggests, it explores a love that turns out to be fake, and it was the band's first top-ten single in the US.

SONG NAME
## Save ME
**RELEASED** 2016

On the surface, 'Save ME' seems like an uptempo song, with a tropical house and electropop production that makes it feel upbeat. However, dig into the lyrics and you'll discover a cry for help, someone trapped in the darkness who hopes to be saved. A perfect example of the group's ability to mix two opposing concepts, 'Save ME' is a fan favourite among the ARMY.

10

SONG NAME
## Dope
**RELEASED** 2015

Also from the same album as 'I Need U', 'Dope' offers a completely different sound to the former. Another one of BTS's most popular songs, it features a hip-hop sound with a heavy bass beat and an iconic saxophone riff, while the members sing about working hard in order to reach their goals.

11

12

SONG NAME
## Burning Up (Fire)
**RELEASED** 2016

If you need a song to get you fired up for the day, look no further. 'Burning Up (Fire)' brings the energy immediately, with the entire group chanting "FIRE" against a house production with snappy synthesizers and trap rhythms. Notably, it also delivers some of the best rap verses that BTS has to offer.

**"I Need U' was a defining moment in BTS's journey, earning the band their first music show win"**

13

SONG NAME:
## Black Swan
**RELEASED:** 2020

Arguably, none of BTS's songs are as raw as their 2020 masterpiece, 'Black Swan'. Expressing their fear that they may lose their passion for music, it is a highly personal song that is supported by a hauntingly dark production. To enjoy the full experience, be sure to watch the music video for the beautiful and emotive choreography.

## 14

SONG NAME:

### Not Today

**RELEASED** 2017

'Not Today' is an earworm of a song that will have you singing the catchy chorus over and over again. Another hip-hop and moombahton track, it is dedicated to "all of the underdogs in the world", with anti-establishment lyrics that encourage listeners to never give up.

## 15

SONG NAME

### Dynamite

**RELEASED** 2020

In 2020, the world of K-pop was filled with retro concepts and BTS were no different. A fun blend of disco-pop, funk and soul, 'Dynamite' is an extremely catchy and upbeat song that BTS released during the COVID-19 pandemic. It was the group's first number-one single on the Billboard Hot 100 chart, making it a defining moment of their career so far.

## 16

SONG NAME

### DNA

**RELEASED** 2017

A lively EDM pop track about love and fate, 'DNA' was the song that signalled BTS's meteoric rise in the West. Their first song to chart on both the Billboard Hot 100 and the UK Singles Chart, it is one of the most viewed K-pop music videos of all time.

**"In 2020, the world of K-pop was filled with retro concepts and BTS were no different. A fun blend of disco-pop, funk and soul, 'Dynamite' is a catchy and upbeat song"**

## 17

SONG NAME

### Boy in Luv

**RELEASED** 2014

If you're looking for an angsty song about young love, look no further than 'Boy in Luv'. Incorporating both hip-hop and rock, it features powerful rap verses that take you through the whirlwind of first love. Complete with catchy sing-along hooks, 'Boy in Luv' is rookie BTS at their best.

## 18

SONG NAME

### Mikrokosmos

**RELEASED** 2019

BTS get inspired by Greek philosophy in this sweet, melodic song. Dedicated to their fans, 'Mikrokosmos' explores the idea that everyone has a small universe inside them, coming together to form a galaxy. The closing song for the Love Yourself: Speak Yourself world tour concerts, it is a beautiful track that deserves to be on your playlist.

## 19

SONG NAME

### Danger

**RELEASED** 2014

We head back to rookie BTS with the next song on our playlist, 'Danger'. Released in the same year as 'Boy in Luv', it is another angsty, hip-hop and rock song, this time about one-sided love. It is undoubtedly a K-pop classic and a perfect example of BTS finding their feet as artists.

# 20

SONG NAME
## Dimple
RELEASED 2017

A B-side track for their *LOVE YOURSELF: Her* album, BTS's vocal line – Jin, Jimin, V and Jungkook – showcase their flirty and charming side with 2017's 'Dimple'. Singing about a girl's adorable facial feature, the vocalists get sultry as they sing, "that dimple is illegal". This is definitely one of BTS's most fun and unique songs.

SONG NAME
## No More Dream
RELEASED 2013

No BTS playlist can be complete without their debut song, 'No More Dream', released in June 2013. Giving the world the first glimpse of the future stars of K-pop, 'No More Dream' is a hip-hop track that encourages listeners to pursue their own dreams, despite what society expects them to do.

# 21

# 22

SONG NAME
## ON
RELEASED 2020

If it isn't clear by now, BTS know how to deliver a smash-hit tune, and 'ON' is no exception. Exploring their extraordinary rise to stardom in the years since their debut, the title is also a callback to their 2013 single 'N.O'. Topping the Gaon Digital Chart, the song is worth a listen for Jungkook's incredible high note alone.

# 23

SONG NAME
## Euphoria
RELEASED 2018

The song 'Euphoria' is on the BTS album *LOVE YOURSELF: Answer*, however it is a solo track sung by Jungkook about the excitement and happiness of falling in love. In an interview with *Rolling Stone* in 2021, he said the track "has a voice that's between a very young boy and a very mature man". 'Euphoria' is one of the most successful solo songs by a BTS member so far.

# 24

SONG NAME
## Butter
RELEASED 2021

A catchy summer hit that is guaranteed to make you dance, 'Butter' is a disco-pop and EDM track that was perfect for lifting spirits during the COVID-19 pandemic. It was named the Song of the Summer in 2021 by Billboard and there's even a fun remix with American rapper, Megan Thee Stallion.

SONG NAME
## Yet to Come (The Most Beautiful Moment)
RELEASED 2022

As this playlist ends, it feels appropriate to conclude it with the final song that BTS released from an album before going on hiatus in 2022. The song is an alternative hip-hop track that reflects on the band's journey since their debut and also looks towards their future, and the great moments yet to come.

# 25

THE STORY OF

# BTS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